

RAB / GfK MRI AUTO PROFILE: CADILLAC

|            |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|------------|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
| Adults 18+ | Unwgted        | 48273      | 147                              | 125                         | 104                    | 829                    | 829   | 413   | 421   |
|            | Weighted (000) | 240780     | 618                              | 478                         | 347                    | 3710                   | 3710  | 1634  | 1865  |
|            | Horz %         | 100.00     | 0.26                             | 0.20                        | 0.14                   | 1.54                   | 1.54  | 0.68  | 0.77  |
|            | Vert %         | 100.00     | 100.00                           | 100.00                      | 100.00                 | 100.00                 | 100.00  | 100.00  | 100.00  |
|            | Index          | 100        | 100                              | 100                         | 100                    | 100                    | 100   | 100   | 100   |
| Male       | Unwgted        | 24392      | 73                               | 69                          | 54                     | 449                    | 449   | 208   | 188   |
|            | Weighted (000) | 116178     | 322                              | 219                         | 149                    | 1853                   | 1853  | 718   | 703   |
|            | Horz %         | 100.00     | 0.28                             | 0.19                        | 0.13                   | 1.60                   | 1.60  | 0.62  | 0.60  |
|            | Vert %         | 48.25      | 52.13                            | 45.89                       | 43.04                  | 49.95                  | 49.95   | 43.91   | 37.68   |
|            | Index          | 100        | 108                              | 95                          | 89                     | 104                    | 104   | 91  | 78  |
| Female     | Unwgted        | 23881      | 74                               | 56                          | 50                     | 380                    | 380   | 205   | 233   |
|            | Weighted (000) | 124602     | 296                              | 258                         | 198                    | 1857                   | 1857  | 917   | 1162  |
|            | Horz %         | 100.00     | 0.24                             | 0.21                        | 0.16                   | 1.49                   | 1.49  | 0.74  | 0.93  |
|            | Vert %         | 51.75      | 47.87                            | 54.11                       | 56.96                  | 50.05                  | 50.05   | 56.09   | 62.32   |
|            | Index          | 100        | 93                               | 105                         | 110                    | 97                     | 97  | 108   | 120   |
| Age 18-24  | Unwgted        | 3822       | 4                                | 4                           | 4                      | 33                     | 33  | 9   | 21  |
|            | Weighted (000) | 30214      | 13                               | 36                          | 20                     | 230                    | 230   | 51  | 116   |
|            | Horz %         | 100.00     | 0.04                             | 0.12                        | 0.07                   | 0.76                   | 0.76  | 0.17  | 0.38  |
|            | Vert %         | 12.55      | 2.12                             | 7.59                        | 5.72                   | 6.21                   | 6.21  | 3.09  | 6.23  |
|            | Index          | 100        | 17                               | 60                          | 46                     | 49                     | 49  | 25  | 50  |
| Age 25-34  | Unwgted        | 8153       | 21                               | 27                          | 7                      | 91                     | 91  | 26  | 60  |
|            | Weighted (000) | 42657      | 71                               | 100                         | 35                     | 445                    | 445   | 120   | 316   |
|            | Horz %         | 100.00     | 0.17                             | 0.23                        | 0.08                   | 1.04                   | 1.04  | 0.28  | 0.74  |
|            | Vert %         | 17.72      | 11.50                            | 20.93                       | 10.11                  | 12.00                  | 12.00   | 7.37  | 16.94   |
|            | Index          | 100        | 65                               | 118                         | 57                     | 68                     | 68  | 42  | 96  |
| Age 35-44  | Unwgted        | 8482       | 27                               | 21                          | 13                     | 98                     | 98  | 34  | 62  |
|            | Weighted (000) | 40077      | 116                              | 73                          | 34                     | 454                    | 454   | 124   | 284   |
|            | Horz %         | 100.00     | 0.29                             | 0.18                        | 0.09                   | 1.13                   | 1.13  | 0.31  | 0.71  |
|            | Vert %         | 16.64      | 18.80                            | 15.28                       | 9.84                   | 12.23                  | 12.23   | 7.57  | 15.22   |
|            | Index          | 100        | 113                              | 92                          | 59                     | 73                     | 73  | 45  | 91  |
| Age 45-54  | Unwgted        | 8893       | 23                               | 31                          | 27                     | 176                    | 176   | 90  | 88  |
|            | Weighted (000) | 43246      | 130                              | 114                         | 92                     | 842                    | 842   | 363   | 407   |
|            | Horz %         | 100.00     | 0.30                             | 0.26                        | 0.21                   | 1.95                   | 1.95  | 0.84  | 0.94  |
|            | Vert %         | 17.96      | 21.06                            | 23.77                       | 26.51                  | 22.68                  | 22.68   | 22.20   | 21.84   |
|            | Index          | 100        | 117                              | 132                         | 148                    | 126                    | 126   | 124   | 122   |
| Age 55-64  | Unwgted        | 8384       | 28                               | 26                          | 24                     | 160                    | 160   | 96  | 84  |
|            | Weighted (000) | 39759      | 116                              | 100                         | 69                     | 653                    | 653   | 373   | 349   |
|            | Horz %         | 100.00     | 0.29                             | 0.25                        | 0.17                   | 1.64                   | 1.64  | 0.94  | 0.88  |
|            | Vert %         | 16.51      | 18.85                            | 20.89                       | 19.77                  | 17.61                  | 17.61   | 22.83   | 18.71   |
|            | Index          | 100        | 114                              | 127                         | 120                    | 107                    | 107   | 138   | 113   |
| Age 65+    | Unwgted        | 10539      | 44                               | 16                          | 29                     | 271                    | 271   | 158   | 106   |
|            | Weighted (000) | 44827      | 171                              | 55                          | 97                     | 1086                   | 1086  | 604   | 393   |
|            | Horz %         | 100.00     | 0.38                             | 0.12                        | 0.22                   | 2.42                   | 2.42  | 1.35  | 0.88  |
|            | Vert %         | 18.62      | 27.66                            | 11.55                       | 28.05                  | 29.27                  | 29.27   | 36.94   | 21.06   |
|            | Index          | 100        | 149                              | 62                          | 151                    | 157                    | 157   | 198   | 113   |
| Age 21+    | Unwgted        | 46843      | 145                              | 124                         | 102                    | 814                    | 814   | 406   | 413   |
|            | Weighted (000) | 228583     | 611                              | 462                         | 331                    | 3601                   | 3601  | 1588  | 1813  |
|            | Horz %         | 100.00     | 0.27                             | 0.20                        | 0.14                   | 1.58                   | 1.58  | 0.69  | 0.79  |
|            | Vert %         | 94.93      | 98.97                            | 96.65                       | 95.21                  | 97.04                  | 97.04   | 97.18   | 97.24   |
|            | Index          | 100        | 104                              | 102                         | 100                    | 102                    | 102   | 102   | 102   |

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|-----------------------------------|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|                                   |                |            |                                  |                             |                        |                        |   |   |   |
|                                   |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Age 18-34                         | Unwgt'd        | 11975      | 25                               | 31                          | 11                     | 124                    | 124   | 35  | 81  |
|                                   | Weighted (000) | 72871      | 84                               | 136                         | 55                     | 676                    | 676   | 171   | 432   |
|                                   | Horz %         | 100.00     | 0.12                             | 0.19                        | 0.08                   | 0.93                   | 0.93  | 0.23  | 0.59  |
|                                   | Vert %         | 30.26      | 13.62                            | 28.51                       | 15.83                  | 18.21                  | 18.21   | 10.46   | 23.17   |
|                                   | Index          | 100        | 45                               | 94                          | 52                     | 60                     | 60  | 35  | 77  |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Age 18-49                         | Unwgt'd        | 24725      | 68                               | 65                          | 37                     | 296                    | 296   | 104   | 184   |
|                                   | Weighted (000) | 133805     | 293                              | 257                         | 147                    | 1498                   | 1498  | 425   | 901   |
|                                   | Horz %         | 100.00     | 0.22                             | 0.19                        | 0.11                   | 1.12                   | 1.12  | 0.32  | 0.67  |
|                                   | Vert %         | 55.57      | 47.44                            | 53.78                       | 42.21                  | 40.36                  | 40.36   | 26.00   | 48.34   |
|                                   | Index          | 100        | 85                               | 97                          | 76                     | 73                     | 73  | 47  | 87  |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Age 25-54                         | Unwgt'd        | 25528      | 71                               | 79                          | 47                     | 365                    | 365   | 150   | 210   |
|                                   | Weighted (000) | 125979     | 317                              | 286                         | 161                    | 1741                   | 1741  | 607   | 1007  |
|                                   | Horz %         | 100.00     | 0.25                             | 0.23                        | 0.13                   | 1.38                   | 1.38  | 0.48  | 0.80  |
|                                   | Vert %         | 52.32      | 51.36                            | 59.97                       | 46.46                  | 46.91                  | 46.91   | 37.13   | 54.00   |
|                                   | Index          | 100        | 98                               | 115                         | 89                     | 90                     | 90  | 71  | 103   |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Age 35-64                         | Unwgt'd        | 25759      | 78                               | 78                          | 64                     | 434                    | 434   | 220   | 234   |
|                                   | Weighted (000) | 123081     | 363                              | 286                         | 195                    | 1948                   | 1948  | 860   | 1040  |
|                                   | Horz %         | 100.00     | 0.29                             | 0.23                        | 0.16                   | 1.58                   | 1.58  | 0.70  | 0.84  |
|                                   | Vert %         | 51.12      | 58.71                            | 59.93                       | 56.12                  | 52.51                  | 52.51   | 52.60   | 55.77   |
|                                   | Index          | 100        | 115                              | 117                         | 110                    | 103                    | 103   | 103   | 109   |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Age 50+                           | Unwgt'd        | 23548      | 79                               | 60                          | 67                     | 533                    | 533   | 309   | 237   |
|                                   | Weighted (000) | 106974     | 325                              | 221                         | 201                    | 2213                   | 2213  | 1209  | 963   |
|                                   | Horz %         | 100.00     | 0.30                             | 0.21                        | 0.19                   | 2.07                   | 2.07  | 1.13  | 0.90  |
|                                   | Vert %         | 44.43      | 52.56                            | 46.22                       | 57.79                  | 59.64                  | 59.64   | 74.00   | 51.66   |
|                                   | Index          | 100        | 118                              | 104                         | 130                    | 134                    | 134   | 167   | 116   |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Median Age                        | Unwgt'd        |            |                                  |                             |                        |                        |   |   |   |
|                                   | Weighted (000) | 46.80      | 52.10                            | 48.10                       | 53.90                  | 53.80                  | 53.80   | 58.60   | 50.70   |
|                                   | Horz %         |            |                                  |                             |                        |                        |   |   |   |
|                                   | Vert %         |            |                                  |                             |                        |                        |   |   |   |
|                                   | Index          | 100        | 111                              | 103                         | 115                    | 115                    | 115   | 125   | 108   |
|                                   |                |            |                                  |                             | *                      |                        |   |   |   |
| Race: White Only                  | Unwgt'd        | 34938      | 116                              | 79                          | 85                     | 611                    | 611   | 343   | 305   |
|                                   | Weighted (000) | 177950     | 477                              | 310                         | 287                    | 2748                   | 2748  | 1375  | 1377  |
|                                   | Horz %         | 100.00     | 0.27                             | 0.17                        | 0.16                   | 1.54                   | 1.54  | 0.77  | 0.77  |
|                                   | Vert %         | 73.91      | 77.23                            | 64.87                       | 82.79                  | 74.06                  | 74.06   | 84.16   | 73.86   |
|                                   | Index          | 100        | 104                              | 88                          | 112                    | 100                    | 100   | 114   | 100   |
|                                   |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Race: Black/African-American Only | Unwgt'd        | 5766       | 16                               | 21                          | 11                     | 120                    | 120   | 43  | 72  |
|                                   | Weighted (000) | 29089      | 70                               | 57                          | 42                     | 570                    | 570   | 174   | 276   |
|                                   | Horz %         | 100.00     | 0.24                             | 0.20                        | 0.14                   | 1.96                   | 1.96  | 0.60  | 0.95  |
|                                   | Vert %         | 12.08      | 11.39                            | 11.98                       | 12.02                  | 15.35                  | 15.35   | 10.62   | 14.81   |
|                                   | Index          | 100        | 94                               | 99                          | 100                    | 127                    | 127   | 88  | 123   |
|                                   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Race: Asian                       | Unwgt'd        | 2336       | 5                                | 7                           | 0                      | 28                     | 28  | 10  | 10  |
|                                   | Weighted (000) | 8427       | 17                               | 22                          | 0                      | 94                     | 94  | 36  | 30  |
|                                   | Horz %         | 100.00     | 0.20                             | 0.26                        | 0.00                   | 1.11                   | 1.11  | 0.43  | 0.36  |
|                                   | Vert %         | 3.50       | 2.69                             | 4.51                        | 0.00                   | 2.52                   | 2.52  | 2.20  | 1.61  |
|                                   | Index          | 100        | 77                               | 129                         | 0                      | 72                     | 72  | 63  | 46  |
|                                   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Race: Other Race/Multi-Racial     | Unwgt'd        | 7569       | 15                               | 25                          | 8                      | 98                     | 98  | 27  | 44  |
|                                   | Weighted (000) | 33741      | 70                               | 111                         | 18                     | 393                    | 393   | 85  | 211   |
|                                   | Horz %         | 100.00     | 0.21                             | 0.33                        | 0.05                   | 1.16                   | 1.16  | 0.25  | 0.63  |
|                                   | Vert %         | 14.01      | 11.38                            | 23.15                       | 5.19                   | 10.59                  | 10.59   | 5.22  | 11.33   |
|                                   | Index          | 100        | 81                               | 165                         | 37                     | 76                     | 76  | 37  | 81  |

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|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Hispanic, Latino, Spanish Origin or Descent  | Unwgt'd        | 6274       | 13                               | 24                          | 5                      | 76                     | 76  | 25  | 49  |
|  | Weighted (000) | 36640      | 80                               | 134                         | 15                     | 410                    | 410   | 104   | 310   |
|  | Horz %         | 100.00     | 0.22                             | 0.37                        | 0.04                   | 1.12                   | 1.12  | 0.28  | 0.85  |
|  | Vert %         | 15.22      | 13.02                            | 28.06                       | 4.27                   | 11.04                  | 11.04   | 6.34  | 16.62   |
|  | Index          | 100        | 86                               | 184                         | 28                     | 73                     | 73  | 42  | 109   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Hispanic, Personally Speak Only English at Home  | Unwgt'd        | 1651       | 6                                | 8                           | 1                      | 25                     | 25  | 9   | 22  |
|  | Weighted (000) | 5719       | 16                               | 29                          | 3                      | 82                     | 82  | 22  | 74  |
|  | Horz %         | 100.00     | 0.29                             | 0.51                        | 0.06                   | 1.43                   | 1.43  | 0.39  | 1.30  |
|  | Vert %         | 2.38       | 2.66                             | 6.05                        | 0.94                   | 2.20                   | 2.20  | 1.36  | 3.97  |
|  | Index          | 100        | 112                              | 255                         | 40                     | 93                     | 93  | 57  | 167   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Hispanic, Personally Speak Mostly English, But Some Spanish at Home  | Unwgt'd        | 1862       | 3                                | 7                           | 2                      | 29                     | 29  | 12  | 13  |
|  | Weighted (000) | 9417       | 9                                | 32                          | 10                     | 144                    | 144   | 43  | 57  |
|  | Horz %         | 100.00     | 0.10                             | 0.34                        | 0.10                   | 1.53                   | 1.53  | 0.46  | 0.61  |
|  | Vert %         | 3.91       | 1.52                             | 6.72                        | 2.76                   | 3.87                   | 3.87  | 2.64  | 3.06  |
|  | Index          | 100        | 39                               | 172                         | 71                     | 99                     | 99  | 68  | 78  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Hispanic, Personally Speak Only Spanish at Home  | Unwgt'd        | 1118       | 2                                | 4                           | 1                      | 10                     | 10  | 1   | 9   |
|  | Weighted (000) | 10393      | 36                               | 26                          | 1                      | 87                     | 87  | 12  | 148   |
|  | Horz %         | 100.00     | 0.35                             | 0.25                        | 0.01                   | 0.84                   | 0.84  | 0.11  | 1.42  |
|  | Vert %         | 4.32       | 5.85                             | 5.51                        | 0.34                   | 2.35                   | 2.35  | 0.71  | 7.94  |
|  | Index          | 100        | 135                              | 128                         | 8                      | 54                     | 54  | 16  | 184   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Hispanic, Personally Speak Mostly Spanish, But Some English at Home  | Unwgt'd        | 1522       | 1                                | 5                           | 1                      | 11                     | 11  | 2   | 4   |
|  | Weighted (000) | 8987       | 5                                | 47                          | 1                      | 83                     | 83  | 13  | 17  |
|  | Horz %         | 100.00     | 0.05                             | 0.52                        | 0.01                   | 0.92                   | 0.92  | 0.14  | 0.19  |
|  | Vert %         | 3.73       | 0.74                             | 9.79                        | 0.22                   | 2.24                   | 2.24  | 0.78  | 0.90  |
|  | Index          | 100        | 20                               | 262                         | 6                      | 60                     | 60  | 21  | 24  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Hispanic, Personally Speak Spanish and English Equally at Home   | Unwgt'd        | 95         | 1                                | 0                           | 0                      | 1                      | 1   | 1   | 1   |
|  | Weighted (000) | 1661       | 14                               | 0                           | 0                      | 14                     | 14  | 14  | 14  |
|  | Horz %         | 100.00     | 0.84                             | 0.00                        | 0.00                   | 0.84                   | 0.84  | 0.84  | 0.84  |
|  | Vert %         | 0.69       | 2.25                             | 0.00                        | 0.00                   | 0.38                   | 0.38  | 0.85  | 0.75  |
|  | Index          | 100        | 327                              | 0                           | 0                      | 54                     | 54  | 123   | 108   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree | Unwgt'd        | 6767       | 21                               | 19                          | 27                     | 123                    | 123   | 77  | 52  |
|  | Weighted (000) | 25246      | 80                               | 58                          | 83                     | 410                    | 410   | 261   | 161   |
|  | Horz %         | 100.00     | 0.32                             | 0.23                        | 0.33                   | 1.62                   | 1.62  | 1.03  | 0.64  |
|  | Vert %         | 10.49      | 12.96                            | 12.09                       | 23.81                  | 11.04                  | 11.04   | 15.99   | 8.62  |
|  | Index          | 100        | 124                              | 115                         | 227                    | 105                    | 105   | 152   | 82  |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Highest Level Education Completed/Highest Degree Received: Bachelor's Degree                                 | Unwgt'd        | 11007      | 40                               | 36                          | 29                     | 197                    | 197   | 121   | 90  |
|  | Weighted (000) | 45336      | 140                              | 136                         | 106                    | 720                    | 720   | 419   | 301   |
|  | Horz %         | 100.00     | 0.31                             | 0.30                        | 0.23                   | 1.59                   | 1.59  | 0.92  | 0.66  |
|  | Vert %         | 18.83      | 22.70                            | 28.55                       | 30.55                  | 19.41                  | 19.41   | 25.65   | 16.16   |
|  | Index          | 100        | 121                              | 152                         | 162                    | 103                    | 103   | 136   | 86  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic                        | Unwgt'd        | 2525       | 11                               | 5                           | 7                      | 48                     | 48  | 18  | 26  |
|  | Weighted (000) | 10486      | 26                               | 11                          | 25                     | 174                    | 174   | 58  | 100   |
|  | Horz %         | 100.00     | 0.25                             | 0.11                        | 0.23                   | 1.66                   | 1.66  | 0.55  | 0.96  |
|  | Vert %         | 4.36       | 4.16                             | 2.39                        | 7.08                   | 4.68                   | 4.68  | 3.55  | 5.38  |
|  | Index          | 100        | 96                               | 55                          | 163                    | 108                    | 108   | 81  | 124   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational         | Unwgt'd        | 3281       | 9                                | 18                          | 5                      | 73                     | 73  | 38  | 45  |
|  | Weighted (000) | 13387      | 41                               | 51                          | 16                     | 299                    | 299   | 165   | 201   |
|  | Horz %         | 100.00     | 0.31                             | 0.38                        | 0.12                   | 2.23                   | 2.23  | 1.24  | 1.50  |
|  | Vert %         | 5.56       | 6.67                             | 10.73                       | 4.74                   | 8.05                   | 8.05  | 10.12   | 10.77   |
|  | Index          | 100        | 120                              | 193                         | 85                     | 145                    | 145   | 182   | 194   |

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|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Highest Level Education Completed/Highest Degree Received: Some College, but No Degree  | Unwgted        | 10114      | 33                               | 16                          | 24                     | 172                    | 172   | 78  | 93  |
|   | Weighted (000) | 45271      | 111                              | 36                          | 71                     | 696                    | 696   | 305   | 412   |
|   | Horz %         | 100.00     | 0.25                             | 0.08                        | 0.16                   | 1.54                   | 1.54  | 0.67  | 0.91  |
|   | Vert %         | 18.80      | 18.00                            | 7.51                        | 20.54                  | 18.75                  | 18.75   | 18.64   | 22.12   |
|   | Index          | 100        | 96                               | 40                          | 109                    | 100                    | 100   | 99  | 118   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED) | Unwgted        | 10354      | 25                               | 23                          | 10                     | 173                    | 173   | 70  | 95  |
|   | Weighted (000) | 71224      | 136                              | 140                         | 39                     | 1116                   | 1116  | 357   | 560   |
|   | Horz %         | 100.00     | 0.19                             | 0.20                        | 0.05                   | 1.57                   | 1.57  | 0.50  | 0.79  |
|   | Vert %         | 29.58      | 21.95                            | 29.35                       | 11.21                  | 30.08                  | 30.08   | 21.85   | 30.05   |
|   | Index          | 100        | 74                               | 99                          | 38                     | 102                    | 102   | 74  | 102   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma                          | Unwgted        | 4225       | 8                                | 8                           | 2                      | 43                     | 43  | 11  | 20  |
|   | Weighted (000) | 29828      | 84                               | 45                          | 7                      | 297                    | 297   | 69  | 129   |
|   | Horz %         | 100.00     | 0.28                             | 0.15                        | 0.02                   | 0.99                   | 0.99  | 0.23  | 0.43  |
|   | Vert %         | 12.39      | 13.55                            | 9.38                        | 2.07                   | 7.99                   | 7.99  | 4.20  | 6.90  |
|   | Index          | 100        | 109                              | 76                          | 17                     | 65                     | 65  | 34  | 56  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Currently Attending College or University   | Unwgted        | 3453       | 5                                | 4                           | 4                      | 31                     | 31  | 10  | 31  |
|   | Weighted (000) | 19367      | 14                               | 9                           | 17                     | 155                    | 155   | 27  | 136   |
|   | Horz %         | 100.00     | 0.07                             | 0.05                        | 0.09                   | 0.80                   | 0.80  | 0.14  | 0.70  |
|   | Vert %         | 8.04       | 2.32                             | 1.89                        | 4.75                   | 4.18                   | 4.18  | 1.67  | 7.30  |
|   | Index          | 100        | 29                               | 24                          | 59                     | 52                     | 52  | 21  | 91  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Employed Full Time  | Unwgted        | 24928      | 86                               | 81                          | 64                     | 416                    | 416   | 205   | 214   |
|   | Weighted (000) | 116486     | 363                              | 258                         | 179                    | 1718                   | 1718  | 738   | 876   |
|   | Horz %         | 100.00     | 0.31                             | 0.22                        | 0.15                   | 1.47                   | 1.47  | 0.63  | 0.75  |
|   | Vert %         | 48.38      | 58.80                            | 54.06                       | 51.50                  | 46.31                  | 46.31   | 45.19   | 47.00   |
|   | Index          | 100        | 122                              | 112                         | 106                    | 96                     | 96  | 93  | 97  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Employed Part Time  | Unwgted        | 5673       | 12                               | 11                          | 8                      | 85                     | 85  | 39  | 42  |
|   | Weighted (000) | 29663      | 48                               | 64                          | 42                     | 481                    | 481   | 180   | 204   |
|   | Horz %         | 100.00     | 0.16                             | 0.22                        | 0.14                   | 1.62                   | 1.62  | 0.61  | 0.69  |
|   | Vert %         | 12.32      | 7.84                             | 13.47                       | 11.98                  | 12.97                  | 12.97   | 11.04   | 10.97   |
|   | Index          | 100        | 64                               | 109                         | 97                     | 105                    | 105   | 90  | 89  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Not Employed  | Unwgted        | 17672      | 49                               | 33                          | 32                     | 328                    | 328   | 169   | 165   |
|   | Weighted (000) | 94631      | 206                              | 155                         | 127                    | 1511                   | 1511  | 715   | 784   |
|   | Horz %         | 100.00     | 0.22                             | 0.16                        | 0.13                   | 1.60                   | 1.60  | 0.76  | 0.83  |
|   | Vert %         | 39.30      | 33.35                            | 32.46                       | 36.52                  | 40.73                  | 40.73   | 43.77   | 42.03   |
|   | Index          | 100        | 85                               | 83                          | 93                     | 104                    | 104   | 111   | 107   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Temporarily Unemployed  | Unwgted        | 1992       | 1                                | 1                           | 0                      | 21                     | 21  | 7   | 16  |
|   | Weighted (000) | 13071      | 1                                | 1                           | 0                      | 106                    | 106   | 26  | 98  |
|   | Horz %         | 100.00     | 0.01                             | 0.01                        | 0.00                   | 0.81                   | 0.81  | 0.20  | 0.75  |
|   | Vert %         | 5.43       | 0.11                             | 0.15                        | 0.00                   | 2.86                   | 2.86  | 1.58  | 5.26  |
|   | Index          | 100        | 2                                | 3                           | 0                      | 53                     | 53  | 29  | 97  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Retired from Employment   | Unwgted        | 10157      | 34                               | 20                          | 28                     | 244                    | 244   | 138   | 102   |
|   | Weighted (000) | 45370      | 146                              | 103                         | 101                    | 1003                   | 1003  | 548   | 409   |
|   | Horz %         | 100.00     | 0.32                             | 0.23                        | 0.22                   | 2.21                   | 2.21  | 1.21  | 0.90  |
|   | Vert %         | 18.84      | 23.58                            | 21.57                       | 28.95                  | 27.04                  | 27.04   | 33.55   | 21.94   |
|   | Index          | 100        | 125                              | 114                         | 154                    | 143                    | 143   | 178   | 116   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Not Employed, Principal Shopper for Household   | Unwgted        | 2514       | 9                                | 9                           | 3                      | 38                     | 38  | 17  | 28  |
|   | Weighted (000) | 16486      | 38                               | 42                          | 20                     | 273                    | 273   | 106   | 192   |
|   | Horz %         | 100.00     | 0.23                             | 0.26                        | 0.12                   | 1.66                   | 1.66  | 0.64  | 1.16  |
|   | Vert %         | 6.85       | 6.10                             | 8.88                        | 5.84                   | 7.36                   | 7.36  | 6.49  | 10.29   |
|   | Index          | 100        | 89                               | 130                         | 85                     | 108                    | 108   | 95  | 150   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Occupation: Professional and Related Occupations                        | Unwgt'd        | 7447       | 20                               | 21                          | 23                     | 114                    | 114   | 58  | 67  |
|   | Weighted (000) | 33261      | 71                               | 53                          | 69                     | 374                    | 374   | 174   | 235   |
|   | Horz %         | 100.00     | 0.21                             | 0.16                        | 0.21                   | 1.13                   | 1.13  | 0.52  | 0.71  |
|   | Vert %         | 13.81      | 11.43                            | 11.09                       | 19.90                  | 10.09                  | 10.09   | 10.62   | 12.61   |
|   | Index          | 100        | 83                               | 80                          | 144                    | 73                     | 73  | 77  | 91  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Occupation: Management, Business and Financial Operations               | Unwgt'd        | 6565       | 27                               | 26                          | 23                     | 129                    | 129   | 79  | 55  |
|   | Weighted (000) | 24062      | 85                               | 53                          | 65                     | 394                    | 394   | 246   | 200   |
|   | Horz %         | 100.00     | 0.35                             | 0.22                        | 0.27                   | 1.64                   | 1.64  | 1.02  | 0.83  |
|   | Vert %         | 9.99       | 13.68                            | 11.01                       | 18.58                  | 10.62                  | 10.62   | 15.06   | 10.70   |
|   | Index          | 100        | 137                              | 110                         | 186                    | 106                    | 106   | 151   | 107   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Occupation: Sales and Office Occupations                                | Unwgt'd        | 5945       | 15                               | 19                          | 12                     | 90                     | 90  | 45  | 53  |
|   | Weighted (000) | 32600      | 64                               | 100                         | 40                     | 529                    | 529   | 237   | 248   |
|   | Horz %         | 100.00     | 0.20                             | 0.31                        | 0.12                   | 1.62                   | 1.62  | 0.73  | 0.76  |
|   | Vert %         | 13.54      | 10.39                            | 20.92                       | 11.50                  | 14.24                  | 14.24   | 14.47   | 13.29   |
|   | Index          | 100        | 77                               | 154                         | 85                     | 105                    | 105   | 107   | 98  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Occupation: Natural Resources, Construction and Maintenance Occupations | Unwgt'd        | 2586       | 12                               | 6                           | 8                      | 47                     | 47  | 18  | 20  |
|   | Weighted (000) | 13486      | 64                               | 19                          | 23                     | 221                    | 221   | 78  | 85  |
|   | Horz %         | 100.00     | 0.47                             | 0.14                        | 0.17                   | 1.64                   | 1.64  | 0.58  | 0.63  |
|   | Vert %         | 5.60       | 10.35                            | 3.89                        | 6.63                   | 5.97                   | 5.97  | 4.75  | 4.56  |
|   | Index          | 100        | 185                              | 69                          | 118                    | 107                    | 107   | 85  | 81  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Occupation: Other Employed  | Unwgt'd        | 8058       | 24                               | 20                          | 6                      | 121                    | 121   | 44  | 61  |
|   | Weighted (000) | 42740      | 129                              | 99                          | 24                     | 681                    | 681   | 185   | 313   |
|   | Horz %         | 100.00     | 0.30                             | 0.23                        | 0.06                   | 1.59                   | 1.59  | 0.43  | 0.73  |
|   | Vert %         | 17.75      | 20.80                            | 20.63                       | 6.87                   | 18.35                  | 18.35   | 11.32   | 16.81   |
|   | Index          | 100        | 117                              | 116                         | 39                     | 103                    | 103   | 64  | 95  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Household Income: \$250,000+  | Unwgt'd        | 1862       | 14                               | 13                          | 13                     | 57                     | 57  | 40  | 17  |
|   | Weighted (000) | 7072       | 66                               | 24                          | 27                     | 182                    | 182   | 128   | 52  |
|   | Horz %         | 100.00     | 0.93                             | 0.34                        | 0.38                   | 2.58                   | 2.58  | 1.81  | 0.73  |
|   | Vert %         | 2.94       | 10.66                            | 4.98                        | 7.64                   | 4.92                   | 4.92  | 7.82  | 2.77  |
|   | Index          | 100        | 363                              | 170                         | 260                    | 167                    | 167   | 266   | 94  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Household Income: \$200,000-\$249,999                                   | Unwgt'd        | 1511       | 4                                | 5                           | 7                      | 28                     | 28  | 12  | 14  |
|   | Weighted (000) | 6244       | 13                               | 24                          | 18                     | 89                     | 89  | 40  | 63  |
|   | Horz %         | 100.00     | 0.21                             | 0.39                        | 0.29                   | 1.43                   | 1.43  | 0.64  | 1.01  |
|   | Vert %         | 2.59       | 2.14                             | 5.10                        | 5.13                   | 2.41                   | 2.41  | 2.45  | 3.38  |
|   | Index          | 100        | 83                               | 197                         | 198                    | 93                     | 93  | 95  | 130   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Household Income: \$150,000-\$199,999                                   | Unwgt'd        | 3595       | 14                               | 12                          | 22                     | 84                     | 84  | 51  | 32  |
|   | Weighted (000) | 16937      | 41                               | 44                          | 85                     | 359                    | 359   | 236   | 148   |
|   | Horz %         | 100.00     | 0.24                             | 0.26                        | 0.50                   | 2.12                   | 2.12  | 1.39  | 0.87  |
|   | Vert %         | 7.03       | 6.70                             | 9.30                        | 24.59                  | 9.68                   | 9.68  | 14.46   | 7.91  |
|   | Index          | 100        | 95                               | 132                         | 350                    | 138                    | 138   | 206   | 112   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Household Income: \$100,000-\$149,999                                   | Unwgt'd        | 7160       | 29                               | 25                          | 25                     | 150                    | 150   | 94  | 67  |
|   | Weighted (000) | 37688      | 111                              | 104                         | 93                     | 726                    | 726   | 447   | 294   |
|   | Horz %         | 100.00     | 0.29                             | 0.28                        | 0.25                   | 1.93                   | 1.93  | 1.19  | 0.78  |
|   | Vert %         | 15.65      | 17.90                            | 21.87                       | 26.80                  | 19.56                  | 19.56   | 27.34   | 15.78   |
|   | Index          | 100        | 114                              | 140                         | 171                    | 125                    | 125   | 175   | 101   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Household Income: \$75,000-\$99,999                                     | Unwgt'd        | 6228       | 31                               | 21                          | 20                     | 141                    | 141   | 70  | 56  |
|   | Weighted (000) | 32225      | 144                              | 78                          | 72                     | 623                    | 623   | 274   | 262   |
|   | Horz %         | 100.00     | 0.45                             | 0.24                        | 0.22                   | 1.93                   | 1.93  | 0.85  | 0.81  |
|   | Vert %         | 13.38      | 23.38                            | 16.24                       | 20.75                  | 16.79                  | 16.79   | 16.74   | 14.05   |
|   | Index          | 100        | 175                              | 121                         | 155                    | 125                    | 125   | 125   | 105   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Household Income: \$60,000-\$74,999           | Unwgt'd        | 4977       | 15                               | 13                          | 5                      | 84                     | 84  | 45  | 44  |
|   | Weighted (000) | 25163      | 77                               | 33                          | 18                     | 401                    | 401   | 154   | 223   |
|   | Horz %         | 100.00     | 0.31                             | 0.13                        | 0.07                   | 1.59                   | 1.59  | 0.61  | 0.89  |
|   | Vert %         | 10.45      | 12.45                            | 6.98                        | 5.27                   | 10.81                  | 10.81   | 9.44  | 11.98   |
|   | Index          | 100        | 119                              | 67                          | 50                     | 103                    | 103   | 90  | 115   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Household Income: \$50,000-\$59,999           | Unwgt'd        | 3803       | 17                               | 6                           | 4                      | 69                     | 69  | 37  | 32  |
|   | Weighted (000) | 18770      | 53                               | 34                          | 21                     | 287                    | 287   | 123   | 161   |
|   | Horz %         | 100.00     | 0.28                             | 0.18                        | 0.11                   | 1.53                   | 1.53  | 0.65  | 0.86  |
|   | Vert %         | 7.80       | 8.64                             | 7.09                        | 6.10                   | 7.72                   | 7.72  | 7.51  | 8.63  |
|   | Index          | 100        | 111                              | 91                          | 78                     | 99                     | 99  | 96  | 111   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Household Income: \$40,000-\$49,999           | Unwgt'd        | 4778       | 6                                | 12                          | 0                      | 70                     | 70  | 23  | 48  |
|   | Weighted (000) | 20586      | 18                               | 70                          | 0                      | 331                    | 331   | 91  | 162   |
|   | Horz %         | 100.00     | 0.09                             | 0.34                        | 0.00                   | 1.61                   | 1.61  | 0.44  | 0.79  |
|   | Vert %         | 8.55       | 2.84                             | 14.72                       | 0.00                   | 8.92                   | 8.92  | 5.59  | 8.68  |
|   | Index          | 100        | 33                               | 172                         | 0                      | 104                    | 104   | 65  | 102   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Household Income: \$30,000-\$39,999           | Unwgt'd        | 4643       | 5                                | 8                           | 5                      | 63                     | 63  | 19  | 43  |
|   | Weighted (000) | 22039      | 11                               | 43                          | 10                     | 251                    | 251   | 67  | 165   |
|   | Horz %         | 100.00     | 0.05                             | 0.19                        | 0.05                   | 1.14                   | 1.14  | 0.30  | 0.75  |
|   | Vert %         | 9.15       | 1.72                             | 8.92                        | 2.90                   | 6.77                   | 6.77  | 4.11  | 8.85  |
|   | Index          | 100        | 19                               | 97                          | 32                     | 74                     | 74  | 45  | 97  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Household Income: \$20,000-\$29,999           | Unwgt'd        | 4346       | 7                                | 8                           | 3                      | 49                     | 49  | 14  | 32  |
|   | Weighted (000) | 21849      | 28                               | 20                          | 3                      | 225                    | 225   | 33  | 136   |
|   | Horz %         | 100.00     | 0.13                             | 0.09                        | 0.01                   | 1.03                   | 1.03  | 0.15  | 0.62  |
|   | Vert %         | 9.07       | 4.55                             | 4.15                        | 0.83                   | 6.07                   | 6.07  | 2.01  | 7.30  |
|   | Index          | 100        | 50                               | 46                          | 9                      | 67                     | 67  | 22  | 81  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Household Income: Under \$20,000              | Unwgt'd        | 5370       | 5                                | 2                           | 0                      | 34                     | 34  | 8   | 36  |
|   | Weighted (000) | 32207      | 56                               | 3                           | 0                      | 236                    | 236   | 41  | 199   |
|   | Horz %         | 100.00     | 0.17                             | 0.01                        | 0.00                   | 0.73                   | 0.73  | 0.13  | 0.62  |
|   | Vert %         | 13.38      | 9.03                             | 0.66                        | 0.00                   | 6.35                   | 6.35  | 2.51  | 10.65   |
|   | Index          | 100        | 68                               | 5                           | 0                      | 48                     | 48  | 19  | 80  |
|   |                |            |                                  |                             |                        |                        |   |   |   |
| Median Household Income                       | Unwgt'd        |            |                                  |                             |                        |                        |   |   |   |
|   | Weighted (000) | 62.90      | 86.50                            | 86.50                       | 126.40                 | 80.00                  | 80.00   | 103.80  | 67.40   |
|   | Horz %         |            |                                  |                             |                        |                        |   |   |   |
|   | Vert %         |            |                                  |                             |                        |                        |   |   |   |
|   | Index          | 100        | 137                              | 137                         | 201                    | 127                    | 127   | 165   | 107   |
|   |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Marital Status: Single, Never Married         | Unwgt'd        | 11890      | 21                               | 19                          | 6                      | 117                    | 117   | 38  | 85  |
|   | Weighted (000) | 67363      | 74                               | 105                         | 26                     | 656                    | 656   | 177   | 408   |
|   | Horz %         | 100.00     | 0.11                             | 0.16                        | 0.04                   | 0.97                   | 0.97  | 0.26  | 0.61  |
|   | Vert %         | 27.98      | 11.90                            | 22.08                       | 7.58                   | 17.69                  | 17.69   | 10.86   | 21.86   |
|   | Index          | 100        | 43                               | 79                          | 27                     | 63                     | 63  | 39  | 78  |
|   |                |            |                                  |                             |                        |                        |   |   |   |
| Marital Status: Currently Married             | Unwgt'd        | 24640      | 86                               | 81                          | 79                     | 506                    | 506   | 272   | 231   |
|   | Weighted (000) | 127911     | 417                              | 310                         | 263                    | 2352                   | 2352  | 1170  | 1116  |
|   | Horz %         | 100.00     | 0.33                             | 0.24                        | 0.21                   | 1.84                   | 1.84  | 0.91  | 0.87  |
|   | Vert %         | 53.12      | 67.43                            | 64.85                       | 75.61                  | 63.38                  | 63.38   | 71.60   | 59.86   |
|   | Index          | 100        | 127                              | 122                         | 142                    | 119                    | 119   | 135   | 113   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Marital Status: Divorced or Legally Separated | Unwgt'd        | 7948       | 27                               | 23                          | 8                      | 135                    | 135   | 72  | 68  |
|   | Weighted (000) | 30646      | 71                               | 44                          | 14                     | 457                    | 457   | 195   | 240   |
|   | Horz %         | 100.00     | 0.23                             | 0.14                        | 0.05                   | 1.49                   | 1.49  | 0.64  | 0.78  |
|   | Vert %         | 12.73      | 11.56                            | 9.26                        | 4.07                   | 12.32                  | 12.32   | 11.91   | 12.86   |
|   | Index          | 100        | 91                               | 73                          | 32                     | 97                     | 97  | 94  | 101   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Marital Status: Widowed   | Unwgt'd        | 3795       | 13                               | 2                           | 11                     | 71                     | 71  | 31  | 37  |
|   | Weighted (000) | 14859      | 56                               | 18                          | 44                     | 245                    | 245   | 92  | 101   |
|   | Horz %         | 100.00     | 0.38                             | 0.12                        | 0.30                   | 1.65                   | 1.65  | 0.62  | 0.68  |
|   | Vert %         | 6.17       | 9.11                             | 3.81                        | 12.74                  | 6.61                   | 6.61  | 5.63  | 5.42  |
|   | Index          | 100        | 148                              | 62                          | 206                    | 107                    | 107   | 91  | 88  |
| Marital Status: Engaged to Be Married   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 1949       | 2                                | 5                           | 3                      | 24                     | 24  | 12  | 10  |
|   | Weighted (000) | 10768      | 7                                | 21                          | 9                      | 119                    | 119   | 58  | 53  |
|   | Horz %         | 100.00     | 0.07                             | 0.19                        | 0.09                   | 1.11                   | 1.11  | 0.53  | 0.49  |
|   | Index          | 100        | 26                               | 97                          | 60                     | 72                     | 72  | 79  | 63  |
| Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex) |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 3390       | 13                               | 8                           | 2                      | 47                     | 47  | 23  | 24  |
|   | Weighted (000) | 20609      | 38                               | 50                          | 9                      | 265                    | 265   | 99  | 124   |
|   | Horz %         | 100.00     | 0.18                             | 0.24                        | 0.04                   | 1.29                   | 1.29  | 0.48  | 0.60  |
|   | Index          | 100        | 72                               | 123                         | 29                     | 84                     | 84  | 71  | 78  |
| Any Child(ren) Under Age 18 Living at Home  |                |            | *                                | *                           | *                      |                        |   | *   |   |
|   | Unwgt'd        | 18110      | 46                               | 67                          | 33                     | 250                    | 250   | 95  | 165   |
|   | Weighted (000) | 95244      | 211                              | 243                         | 117                    | 1151                   | 1151  | 334   | 808   |
|   | Horz %         | 100.00     | 0.22                             | 0.26                        | 0.12                   | 1.21                   | 1.21  | 0.35  | 0.85  |
|   | Index          | 100        | 86                               | 129                         | 85                     | 78                     | 78  | 52  | 109   |
| 1 Child Under Age 18 Currently Living at Home   |                |            | *                                | *                           | *                      |                        |   | *   |   |
|   | Unwgt'd        | 7249       | 21                               | 23                          | 15                     | 99                     | 99  | 40  | 68  |
|   | Weighted (000) | 38782      | 102                              | 45                          | 51                     | 439                    | 439   | 147   | 331   |
|   | Horz %         | 100.00     | 0.26                             | 0.12                        | 0.13                   | 1.13                   | 1.13  | 0.38  | 0.85  |
|   | Index          | 100        | 103                              | 59                          | 91                     | 74                     | 74  | 56  | 110   |
| 2 Children Under Age 18 Currently Living at Home  |                |            | *                                | *                           | *                      |                        |   | *   |   |
|   | Unwgt'd        | 6875       | 14                               | 25                          | 14                     | 93                     | 93  | 38  | 51  |
|   | Weighted (000) | 34084      | 66                               | 91                          | 60                     | 446                    | 446   | 136   | 240   |
|   | Horz %         | 100.00     | 0.19                             | 0.27                        | 0.18                   | 1.31                   | 1.31  | 0.40  | 0.70  |
|   | Index          | 100        | 75                               | 134                         | 123                    | 85                     | 85  | 59  | 91  |
| 3 Children Under Age 18 Currently Living at Home  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 2656       | 8                                | 11                          | 1                      | 35                     | 35  | 13  | 34  |
|   | Weighted (000) | 14443      | 34                               | 67                          | 1                      | 169                    | 169   | 28  | 155   |
|   | Horz %         | 100.00     | 0.23                             | 0.46                        | 0.01                   | 1.17                   | 1.17  | 0.20  | 1.07  |
|   | Index          | 100        | 91                               | 234                         | 6                      | 76                     | 76  | 29  | 139   |
| 4 Children Under Age 18 Currently Living at Home  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 917        | 3                                | 4                           | 2                      | 15                     | 15  | 3   | 6   |
|   | Weighted (000) | 5134       | 10                               | 10                          | 3                      | 45                     | 45  | 12  | 31  |
|   | Horz %         | 100.00     | 0.19                             | 0.20                        | 0.06                   | 0.88                   | 0.88  | 0.24  | 0.60  |
|   | Index          | 100        | 73                               | 100                         | 40                     | 57                     | 57  | 35  | 77  |
| 5 or More Children Under Age 18 Currently Living at Home                                  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 413        | 0                                | 4                           | 1                      | 8                      | 8   | 1   | 6   |
|   | Weighted (000) | 2801       | 0                                | 30                          | 1                      | 51                     | 51  | 10  | 51  |
|   | Horz %         | 100.00     | 0.00                             | 1.05                        | 0.04                   | 1.81                   | 1.81  | 0.35  | 1.80  |
|   | Index          | 100        | 0                                | 531                         | 29                     | 118                    | 118   | 52  | 233   |
| Own Home/Residence  | Unwgt'd        | 33144      | 125                              | 98                          | 92                     | 689                    | 689   | 370   | 321   |
|   | Weighted (000) | 160200     | 530                              | 379                         | 299                    | 3048                   | 3048  | 1472  | 1388  |
|   | Horz %         | 100.00     | 0.33                             | 0.24                        | 0.19                   | 1.90                   | 1.90  | 0.92  | 0.87  |
|   | Vert %         | 66.53      | 85.84                            | 79.45                       | 85.99                  | 82.14                  | 82.14   | 90.07   | 74.42   |
|   | Index          | 100        | 129                              | 119                         | 129                    | 123                    | 123   | 135   | 112   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|                                       |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---------------------------------------|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|                                       |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Rent Home/Residence                   | Unwgt'd        | 14554      | 22                               | 27                          | 11                     | 135                    | 135   | 41  | 97  |
|                                       | Weighted (000) | 77579      | 88                               | 98                          | 44                     | 628                    | 628   | 142   | 456   |
|                                       | Horz %         | 100.00     | 0.11                             | 0.13                        | 0.06                   | 0.81                   | 0.81  | 0.18  | 0.59  |
|                                       | Vert %         | 32.22      | 14.16                            | 20.55                       | 12.56                  | 16.92                  | 16.92   | 8.69  | 24.47   |
|                                       | Index          | 100        | 44                               | 64                          | 39                     | 53                     | 53  | 27  | 76  |
|                                       |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Live Rent-Free in Home/Residence      | Unwgt'd        | 575        | 0                                | 0                           | 1                      | 5                      | 5   | 2   | 3   |
|                                       | Weighted (000) | 3001       | 0                                | 0                           | 5                      | 35                     | 35  | 20  | 21  |
|                                       | Horz %         | 100.00     | 0.00                             | 0.00                        | 0.17                   | 1.15                   | 1.15  | 0.68  | 0.69  |
|                                       | Vert %         | 1.25       | 0.00                             | 0.00                        | 1.45                   | 0.93                   | 0.93  | 1.24  | 1.11  |
|                                       | Index          | 100        | 0                                | 0                           | 116                    | 75                     | 75  | 99  | 89  |
|                                       |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Region: North East             | Unwgt'd        | 11292      | 38                               | 11                          | 13                     | 151                    | 151   | 88  | 90  |
|                                       | Weighted (000) | 43596      | 121                              | 28                          | 38                     | 606                    | 606   | 255   | 295   |
|                                       | Horz %         | 100.00     | 0.28                             | 0.06                        | 0.09                   | 1.39                   | 1.39  | 0.58  | 0.68  |
|                                       | Vert %         | 18.11      | 19.62                            | 5.78                        | 10.90                  | 16.33                  | 16.33   | 15.58   | 15.82   |
|                                       | Index          | 100        | 108                              | 32                          | 60                     | 90                     | 90  | 86  | 87  |
|                                       |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Region: South                  | Unwgt'd        | 16777      | 46                               | 60                          | 45                     | 324                    | 324   | 154   | 150   |
|                                       | Weighted (000) | 90561      | 185                              | 219                         | 171                    | 1456                   | 1456  | 694   | 716   |
|                                       | Horz %         | 100.00     | 0.20                             | 0.24                        | 0.19                   | 1.61                   | 1.61  | 0.77  | 0.79  |
|                                       | Vert %         | 37.61      | 29.95                            | 45.79                       | 49.24                  | 39.24                  | 39.24   | 42.47   | 38.39   |
|                                       | Index          | 100        | 80                               | 122                         | 131                    | 104                    | 104   | 113   | 102   |
|                                       |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Region: Midwest                | Unwgt'd        | 10348      | 31                               | 31                          | 27                     | 211                    | 211   | 104   | 116   |
|                                       | Weighted (000) | 51575      | 152                              | 80                          | 72                     | 928                    | 928   | 416   | 528   |
|                                       | Horz %         | 100.00     | 0.30                             | 0.16                        | 0.14                   | 1.80                   | 1.80  | 0.81  | 1.02  |
|                                       | Vert %         | 21.42      | 24.66                            | 16.77                       | 20.82                  | 25.01                  | 25.01   | 25.45   | 28.31   |
|                                       | Index          | 100        | 115                              | 78                          | 97                     | 117                    | 117   | 119   | 132   |
|                                       |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Region: West                   | Unwgt'd        | 9856       | 32                               | 23                          | 19                     | 143                    | 143   | 67  | 65  |
|                                       | Weighted (000) | 55047      | 159                              | 151                         | 66                     | 721                    | 721   | 270   | 326   |
|                                       | Horz %         | 100.00     | 0.29                             | 0.27                        | 0.12                   | 1.31                   | 1.31  | 0.49  | 0.59  |
|                                       | Vert %         | 22.86      | 25.77                            | 31.66                       | 19.04                  | 19.42                  | 19.42   | 16.50   | 17.48   |
|                                       | Index          | 100        | 113                              | 138                         | 83                     | 85                     | 85  | 72  | 76  |
|                                       |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: New England        | Unwgt'd        | 2902       | 6                                | 3                           | 2                      | 25                     | 25  | 15  | 13  |
|                                       | Weighted (000) | 11431      | 12                               | 8                           | 5                      | 102                    | 102   | 48  | 51  |
|                                       | Horz %         | 100.00     | 0.11                             | 0.07                        | 0.04                   | 0.89                   | 0.89  | 0.42  | 0.45  |
|                                       | Vert %         | 4.75       | 2.01                             | 1.58                        | 1.33                   | 2.75                   | 2.75  | 2.95  | 2.73  |
|                                       | Index          | 100        | 42                               | 33                          | 28                     | 58                     | 58  | 62  | 58  |
|                                       |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Sub-Region: Mid Atlantic       | Unwgt'd        | 8390       | 32                               | 8                           | 11                     | 126                    | 126   | 73  | 77  |
|                                       | Weighted (000) | 32165      | 109                              | 20                          | 33                     | 504                    | 504   | 206   | 244   |
|                                       | Horz %         | 100.00     | 0.34                             | 0.06                        | 0.10                   | 1.57                   | 1.57  | 0.64  | 0.76  |
|                                       | Vert %         | 13.36      | 17.61                            | 4.20                        | 9.57                   | 13.59                  | 13.59   | 12.62   | 13.09   |
|                                       | Index          | 100        | 132                              | 31                          | 72                     | 102                    | 102   | 94  | 98  |
|                                       |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: South Atlantic     | Unwgt'd        | 9468       | 26                               | 26                          | 26                     | 159                    | 159   | 79  | 84  |
|                                       | Weighted (000) | 46537      | 120                              | 85                          | 92                     | 689                    | 689   | 357   | 383   |
|                                       | Horz %         | 100.00     | 0.26                             | 0.18                        | 0.20                   | 1.48                   | 1.48  | 0.77  | 0.82  |
|                                       | Vert %         | 19.33      | 19.47                            | 17.85                       | 26.58                  | 18.57                  | 18.57   | 21.85   | 20.55   |
|                                       | Index          | 100        | 101                              | 92                          | 138                    | 96                     | 96  | 113   | 106   |
|                                       |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: East South Central | Unwgt'd        | 1936       | 3                                | 3                           | 3                      | 33                     | 33  | 13  | 17  |
|                                       | Weighted (000) | 14894      | 11                               | 16                          | 5                      | 229                    | 229   | 71  | 117   |
|                                       | Horz %         | 100.00     | 0.07                             | 0.10                        | 0.04                   | 1.54                   | 1.54  | 0.47  | 0.79  |
|                                       | Vert %         | 6.19       | 1.74                             | 3.26                        | 1.54                   | 6.17                   | 6.17  | 4.32  | 6.30  |
|                                       | Index          | 100        | 28                               | 53                          | 25                     | 100                    | 100   | 70  | 102   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   |   | *   |
| Census Sub-Region: West South Central                                   | Unwgt'd        | 5373       | 17                               | 31                          | 16                     | 132                    | 132   | 62  | 49  |
|   | Weighted (000) | 29130      | 54                               | 118                         | 73                     | 538                    | 538   | 266   | 215   |
|   | Horz %         | 100.00     | 0.19                             | 0.40                        | 0.25                   | 1.85                   | 1.85  | 0.91  | 0.74  |
|   | Vert %         | 12.10      | 8.73                             | 24.68                       | 21.12                  | 14.50                  | 14.50   | 16.30   | 11.55   |
|   | Index          | 100        | 72                               | 204                         | 175                    | 120                    | 120   | 135   | 95  |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Census Sub-Region: East North Central                                   | Unwgt'd        | 7954       | 30                               | 24                          | 26                     | 177                    | 177   | 93  | 102   |
|   | Weighted (000) | 35969      | 148                              | 53                          | 67                     | 702                    | 702   | 326   | 421   |
|   | Horz %         | 100.00     | 0.41                             | 0.15                        | 0.19                   | 1.95                   | 1.95  | 0.91  | 1.17  |
|   | Vert %         | 14.94      | 23.99                            | 11.12                       | 19.20                  | 18.93                  | 18.93   | 19.98   | 22.56   |
|   | Index          | 100        | 161                              | 74                          | 129                    | 127                    | 127   | 134   | 151   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: West North Central                                   | Unwgt'd        | 2394       | 1                                | 7                           | 1                      | 34                     | 34  | 11  | 14  |
|   | Weighted (000) | 15607      | 4                                | 27                          | 6                      | 225                    | 225   | 89  | 107   |
|   | Horz %         | 100.00     | 0.03                             | 0.17                        | 0.04                   | 1.44                   | 1.44  | 0.57  | 0.69  |
|   | Vert %         | 6.48       | 0.67                             | 5.65                        | 1.62                   | 6.07                   | 6.07  | 5.47  | 5.75  |
|   | Index          | 100        | 10                               | 87                          | 25                     | 94                     | 94  | 84  | 89  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: Mountain   | Unwgt'd        | 2516       | 9                                | 4                           | 2                      | 33                     | 33  | 15  | 21  |
|   | Weighted (000) | 17393      | 52                               | 33                          | 8                      | 197                    | 197   | 80  | 172   |
|   | Horz %         | 100.00     | 0.30                             | 0.19                        | 0.04                   | 1.13                   | 1.13  | 0.46  | 0.99  |
|   | Vert %         | 7.22       | 8.46                             | 6.96                        | 2.20                   | 5.30                   | 5.30  | 4.90  | 9.20  |
|   | Index          | 100        | 117                              | 96                          | 30                     | 73                     | 73  | 68  | 127   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Census Sub-Region: Pacific  | Unwgt'd        | 7340       | 23                               | 19                          | 17                     | 110                    | 110   | 52  | 44  |
|   | Weighted (000) | 37654      | 107                              | 118                         | 58                     | 524                    | 524   | 190   | 154   |
|   | Horz %         | 100.00     | 0.28                             | 0.31                        | 0.16                   | 1.39                   | 1.39  | 0.50  | 0.41  |
|   | Vert %         | 15.64      | 17.31                            | 24.70                       | 16.84                  | 14.12                  | 14.12   | 11.61   | 8.28  |
|   | Index          | 100        | 111                              | 158                         | 108                    | 90                     | 90  | 74  | 53  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| County Size: A  | Unwgt'd        | 26336      | 93                               | 76                          | 66                     | 455                    | 455   | 243   | 236   |
|   | Weighted (000) | 101038     | 316                              | 193                         | 180                    | 1487                   | 1487  | 716   | 788   |
|   | Horz %         | 100.00     | 0.31                             | 0.19                        | 0.18                   | 1.47                   | 1.47  | 0.71  | 0.78  |
|   | Vert %         | 41.96      | 51.17                            | 40.31                       | 51.80                  | 40.07                  | 40.07   | 43.84   | 42.26   |
|   | Index          | 100        | 122                              | 96                          | 123                    | 95                     | 95  | 104   | 101   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| County Size: B  | Unwgt'd        | 11787      | 29                               | 27                          | 28                     | 206                    | 206   | 102   | 111   |
|   | Weighted (000) | 70879      | 161                              | 147                         | 121                    | 1132                   | 1132  | 516   | 600   |
|   | Horz %         | 100.00     | 0.23                             | 0.21                        | 0.17                   | 1.60                   | 1.60  | 0.73  | 0.85  |
|   | Vert %         | 29.44      | 26.06                            | 30.77                       | 34.94                  | 30.52                  | 30.52   | 31.56   | 32.17   |
|   | Index          | 100        | 89                               | 105                         | 119                    | 104                    | 104   | 107   | 109   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| County Size: C/D  | Unwgt'd        | 10150      | 25                               | 22                          | 10                     | 168                    | 168   | 68  | 74  |
|   | Weighted (000) | 68862      | 141                              | 138                         | 46                     | 1091                   | 1091  | 402   | 477   |
|   | Horz %         | 100.00     | 0.20                             | 0.20                        | 0.07                   | 1.58                   | 1.58  | 0.58  | 0.69  |
|   | Vert %         | 28.60      | 22.77                            | 28.91                       | 13.26                  | 29.41                  | 29.41   | 24.60   | 25.56   |
|   | Index          | 100        | 80                               | 101                         | 46                     | 103                    | 103   | 86  | 89  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume) | Unwgt'd        | 1208       | 3                                | 3                           | 4                      | 22                     | 22  | 12  | 10  |
|   | Weighted (000) | 4881       | 15                               | 3                           | 13                     | 73                     | 73  | 29  | 36  |
|   | Horz %         | 100.00     | 0.30                             | 0.05                        | 0.27                   | 1.50                   | 1.50  | 0.59  | 0.75  |
|   | Vert %         | 2.03       | 2.40                             | 0.55                        | 3.80                   | 1.97                   | 1.97  | 1.75  | 1.95  |
|   | Index          | 100        | 118                              | 27                          | 188                    | 97                     | 97  | 86  | 96  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)          | Unwgt'd        | 8156       | 28                               | 15                          | 16                     | 128                    | 128   | 69  | 74  |
|   | Weighted (000) | 39455      | 125                              | 49                          | 59                     | 548                    | 548   | 264   | 311   |
|   | Horz %         | 100.00     | 0.32                             | 0.12                        | 0.15                   | 1.39                   | 1.39  | 0.67  | 0.79  |
|   | Vert %         | 16.39      | 20.27                            | 10.31                       | 16.88                  | 14.77                  | 14.77   | 16.17   | 16.65   |
|   | Index          | 100        | 124                              | 63                          | 103                    | 90                     | 90  | 99  | 102   |

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)                     | Unwgted        | 1202       | 3                                | 1                           | 1                      | 16                     | 16  | 9   | 10  |
|  | Weighted (000) | 6602       | 33                               | 1                           | 2                      | 92                     | 92  | 40  | 52  |
|  | Horz %         | 100.00     | 0.49                             | 0.01                        | 0.03                   | 1.39                   | 1.39  | 0.61  | 0.79  |
|  | Vert %         | 2.74       | 5.26                             | 0.21                        | 0.62                   | 2.47                   | 2.47  | 2.46  | 2.81  |
|  | Index          | 100        | 192                              | 8                           | 23                     | 90                     | 90  | 90  | 102   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume) | Unwgted        | 287        | 0                                | 1                           | 0                      | 9                      | 9   | 3   | 7   |
|  | Weighted (000) | 1442       | 0                                | 17                          | 0                      | 56                     | 56  | 20  | 44  |
|  | Horz %         | 100.00     | 0.00                             | 1.17                        | 0.00                   | 3.90                   | 3.90  | 1.39  | 3.07  |
|  | Vert %         | 0.60       | 0.00                             | 3.53                        | 0.00                   | 1.52                   | 1.52  | 1.23  | 2.38  |
|  | Index          | 100        | 0                                | 589                         | 0                      | 253                    | 253   | 205   | 396   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: All News (Monday-Sunday 24-Hour Cume)                       | Unwgted        | 2864       | 10                               | 7                           | 16                     | 61                     | 61  | 43  | 35  |
|  | Weighted (000) | 8071       | 30                               | 11                          | 29                     | 140                    | 140   | 92  | 70  |
|  | Horz %         | 100.00     | 0.37                             | 0.14                        | 0.36                   | 1.73                   | 1.73  | 1.14  | 0.86  |
|  | Vert %         | 3.35       | 4.90                             | 2.38                        | 8.26                   | 3.77                   | 3.77  | 5.65  | 3.74  |
|  | Index          | 100        | 146                              | 71                          | 246                    | 112                    | 112   | 168   | 112   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)                     | Unwgted        | 3437       | 10                               | 12                          | 12                     | 65                     | 65  | 30  | 29  |
|  | Weighted (000) | 12832      | 20                               | 30                          | 36                     | 214                    | 214   | 81  | 98  |
|  | Horz %         | 100.00     | 0.16                             | 0.24                        | 0.28                   | 1.67                   | 1.67  | 0.63  | 0.76  |
|  | Vert %         | 5.33       | 3.28                             | 6.35                        | 10.35                  | 5.77                   | 5.77  | 4.95  | 5.23  |
|  | Index          | 100        | 62                               | 119                         | 194                    | 108                    | 108   | 93  | 98  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)                       | Unwgted        | 884        | 4                                | 4                           | 4                      | 20                     | 20  | 14  | 8   |
|  | Weighted (000) | 4021       | 6                                | 12                          | 13                     | 68                     | 68  | 50  | 37  |
|  | Horz %         | 100.00     | 0.14                             | 0.31                        | 0.32                   | 1.68                   | 1.68  | 1.25  | 0.93  |
|  | Vert %         | 1.67       | 0.94                             | 2.61                        | 3.76                   | 1.82                   | 1.82  | 3.07  | 2.00  |
|  | Index          | 100        | 56                               | 156                         | 225                    | 109                    | 109   | 184   | 120   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)                    | Unwgted        | 3316       | 10                               | 7                           | 7                      | 52                     | 52  | 26  | 18  |
|  | Weighted (000) | 15752      | 51                               | 13                          | 20                     | 204                    | 204   | 65  | 74  |
|  | Horz %         | 100.00     | 0.32                             | 0.08                        | 0.13                   | 1.30                   | 1.30  | 0.41  | 0.47  |
|  | Vert %         | 6.54       | 8.21                             | 2.66                        | 5.88                   | 5.51                   | 5.51  | 3.95  | 3.95  |
|  | Index          | 100        | 126                              | 41                          | 90                     | 84                     | 84  | 60  | 60  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)                     | Unwgted        | 8653       | 24                               | 30                          | 17                     | 130                    | 130   | 50  | 79  |
|  | Weighted (000) | 45814      | 107                              | 137                         | 63                     | 678                    | 678   | 194   | 382   |
|  | Horz %         | 100.00     | 0.23                             | 0.30                        | 0.14                   | 1.48                   | 1.48  | 0.42  | 0.83  |
|  | Vert %         | 19.03      | 17.38                            | 28.75                       | 18.07                  | 18.27                  | 18.27   | 11.85   | 20.46   |
|  | Index          | 100        | 91                               | 151                         | 95                     | 96                     | 96  | 62  | 108   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)                   | Unwgted        | 2973       | 8                                | 4                           | 9                      | 58                     | 58  | 29  | 37  |
|  | Weighted (000) | 14188      | 39                               | 7                           | 22                     | 231                    | 231   | 99  | 138   |
|  | Horz %         | 100.00     | 0.28                             | 0.05                        | 0.15                   | 1.63                   | 1.63  | 0.70  | 0.97  |
|  | Vert %         | 5.89       | 6.33                             | 1.40                        | 6.22                   | 6.23                   | 6.23  | 6.06  | 7.39  |
|  | Index          | 100        | 107                              | 24                          | 105                    | 106                    | 106   | 103   | 125   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)                   | Unwgted        | 3601       | 12                               | 5                           | 5                      | 58                     | 58  | 31  | 35  |
|  | Weighted (000) | 18087      | 60                               | 17                          | 12                     | 257                    | 257   | 92  | 127   |
|  | Horz %         | 100.00     | 0.33                             | 0.10                        | 0.07                   | 1.42                   | 1.42  | 0.51  | 0.70  |
|  | Vert %         | 7.51       | 9.75                             | 3.62                        | 3.39                   | 6.92                   | 6.92  | 5.61  | 6.83  |
|  | Index          | 100        | 130                              | 48                          | 45                     | 92                     | 92  | 75  | 91  |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Formats: Classical (Monday-Sunday 24-Hour Cume)                      | Unwgted        | 1383       | 4                                | 0                           | 6                      | 27                     | 27  | 19  | 13  |
|  | Weighted (000) | 5415       | 7                                | 0                           | 25                     | 90                     | 90  | 61  | 38  |
|  | Horz %         | 100.00     | 0.12                             | 0.00                        | 0.46                   | 1.66                   | 1.66  | 1.13  | 0.69  |
|  | Vert %         | 2.25       | 1.06                             | 0.00                        | 7.25                   | 2.42                   | 2.42  | 3.73  | 2.01  |
|  | Index          | 100        | 47                               | 0                           | 322                    | 108                    | 108   | 166   | 90  |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Radio Formats: Country (Monday-Sunday 24-Hour Cume)  | Unwgted        | 8065       | 26                               | 22                          | 22                     | 134                    | 134   | 66  | 64  |
|  | Weighted (000) | 46392      | 111                              | 81                          | 81                     | 620                    | 620   | 274   | 364   |
|  | Horz %         | 100.00     | 0.24                             | 0.18                        | 0.18                   | 1.34                   | 1.34  | 0.59  | 0.78  |
|  | Vert %         | 19.27      | 18.04                            | 17.04                       | 23.46                  | 16.72                  | 16.72   | 16.76   | 19.52   |
|  | Index          | 100        | 94                               | 88                          | 122                    | 87                     | 87  | 87  | 101   |
| Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 289        | 0                                | 2                           | 0                      | 6                      | 6   | 2   | 1   |
|  | Weighted (000) | 1180       | 0                                | 2                           | 0                      | 11                     | 11  | 4   | 1   |
|  | Horz %         | 100.00     | 0.00                             | 0.16                        | 0.00                   | 0.97                   | 0.97  | 0.30  | 0.06  |
|  | Index          | 100        | 0                                | 79                          | 0                      | 63                     | 63  | 45  | 8   |
| Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 730        | 2                                | 0                           | 1                      | 10                     | 10  | 3   | 9   |
|  | Weighted (000) | 4011       | 3                                | 0                           | 1                      | 36                     | 36  | 4   | 37  |
|  | Horz %         | 100.00     | 0.08                             | 0.00                        | 0.03                   | 0.90                   | 0.90  | 0.11  | 0.92  |
|  | Index          | 100        | 30                               | 0                           | 24                     | 58                     | 58  | 16  | 118   |
| Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)                          |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 2429       | 5                                | 8                           | 4                      | 28                     | 28  | 4   | 21  |
|  | Weighted (000) | 15349      | 51                               | 45                          | 8                      | 157                    | 157   | 30  | 118   |
|  | Horz %         | 100.00     | 0.34                             | 0.29                        | 0.05                   | 1.02                   | 1.02  | 0.20  | 0.77  |
|  | Index          | 100        | 131                              | 148                         | 36                     | 66                     | 66  | 29  | 99  |
| Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)        |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 3507       | 13                               | 8                           | 5                      | 54                     | 54  | 28  | 31  |
|  | Weighted (000) | 16479      | 52                               | 16                          | 21                     | 187                    | 187   | 110   | 98  |
|  | Horz %         | 100.00     | 0.31                             | 0.09                        | 0.13                   | 1.13                   | 1.13  | 0.66  | 0.59  |
|  | Index          | 100        | 122                              | 47                          | 89                     | 74                     | 74  | 98  | 77  |
| Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 702        | 2                                | 0                           | 2                      | 11                     | 11  | 6   | 9   |
|  | Weighted (000) | 2542       | 10                               | 0                           | 12                     | 57                     | 57  | 32  | 26  |
|  | Horz %         | 100.00     | 0.40                             | 0.00                        | 0.49                   | 2.24                   | 2.24  | 1.24  | 1.04  |
|  | Index          | 100        | 154                              | 0                           | 336                    | 145                    | 145   | 183   | 134   |
| Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume) |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 991        | 3                                | 6                           | 2                      | 14                     | 14  | 2   | 11  |
|  | Weighted (000) | 6494       | 23                               | 43                          | 2                      | 73                     | 73  | 17  | 82  |
|  | Horz %         | 100.00     | 0.36                             | 0.66                        | 0.03                   | 1.12                   | 1.12  | 0.26  | 1.26  |
|  | Index          | 100        | 138                              | 335                         | 21                     | 73                     | 73  | 39  | 163   |
| Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)                                      |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 5900       | 18                               | 13                          | 12                     | 104                    | 104   | 57  | 47  |
|  | Weighted (000) | 23011      | 72                               | 52                          | 45                     | 402                    | 402   | 200   | 174   |
|  | Horz %         | 100.00     | 0.31                             | 0.23                        | 0.20                   | 1.75                   | 1.75  | 0.87  | 0.76  |
|  | Index          | 100        | 121                              | 114                         | 136                    | 113                    | 113   | 128   | 98  |
| Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 1671       | 5                                | 3                           | 3                      | 36                     | 36  | 16  | 17  |
|  | Weighted (000) | 8714       | 10                               | 15                          | 11                     | 163                    | 163   | 54  | 83  |
|  | Horz %         | 100.00     | 0.11                             | 0.17                        | 0.13                   | 1.87                   | 1.87  | 0.62  | 0.96  |
|  | Index          | 100        | 44                               | 84                          | 87                     | 121                    | 121   | 91  | 123   |
| Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)                    |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 2634       | 10                               | 5                           | 5                      | 35                     | 35  | 16  | 13  |
|  | Weighted (000) | 10681      | 45                               | 16                          | 14                     | 126                    | 126   | 63  | 40  |
|  | Horz %         | 100.00     | 0.42                             | 0.15                        | 0.13                   | 1.18                   | 1.18  | 0.59  | 0.37  |
|  | Index          | 100        | 166                              | 74                          | 88                     | 76                     | 76  | 87  | 48  |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)                   | Unwgted        | 3953       | 10                               | 12                          | 10                     | 68                     | 68  | 30  | 40  |
|  | Weighted (000) | 20069      | 40                               | 34                          | 45                     | 339                    | 339   | 113   | 173   |
|  | Horz %         | 100.00     | 0.20                             | 0.17                        | 0.22                   | 1.69                   | 1.69  | 0.56  | 0.86  |
|  | Vert %         | 8.34       | 6.44                             | 7.06                        | 13.00                  | 9.13                   | 9.13  | 6.89  | 9.29  |
|  | Index          | 100        | 77                               | 85                          | 156                    | 110                    | 110   | 83  | 111   |
| Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)                             |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 2820       | 8                                | 11                          | 5                      | 44                     | 44  | 16  | 31  |
|  | Weighted (000) | 14985      | 21                               | 56                          | 24                     | 216                    | 216   | 65  | 140   |
|  | Horz %         | 100.00     | 0.14                             | 0.37                        | 0.16                   | 1.44                   | 1.44  | 0.44  | 0.93  |
|  | Index          | 100        | 54                               | 188                         | 112                    | 93                     | 93  | 64  | 121   |
| Radio Formats: Rock (Monday-Sunday 24-Hour Cume)                                 |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 3771       | 7                                | 5                           | 4                      | 40                     | 40  | 22  | 37  |
|  | Weighted (000) | 18525      | 26                               | 10                          | 12                     | 176                    | 176   | 84  | 184   |
|  | Horz %         | 100.00     | 0.14                             | 0.06                        | 0.07                   | 0.95                   | 0.95  | 0.45  | 0.99  |
|  | Index          | 100        | 56                               | 28                          | 47                     | 62                     | 62  | 67  | 128   |
| Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)    |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 1166       | 4                                | 6                           | 3                      | 27                     | 27  | 14  | 13  |
|  | Weighted (000) | 6001       | 13                               | 37                          | 8                      | 96                     | 96  | 45  | 43  |
|  | Horz %         | 100.00     | 0.21                             | 0.62                        | 0.14                   | 1.60                   | 1.60  | 0.75  | 0.72  |
|  | Index          | 100        | 84                               | 313                         | 97                     | 104                    | 104   | 110   | 93  |
| Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)      |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 791        | 2                                | 0                           | 3                      | 6                      | 6   | 0   | 6   |
|  | Weighted (000) | 4990       | 28                               | 0                           | 7                      | 46                     | 46  | 0   | 28  |
|  | Horz %         | 100.00     | 0.57                             | 0.00                        | 0.13                   | 0.92                   | 0.92  | 0.00  | 0.56  |
|  | Index          | 100        | 222                              | 0                           | 92                     | 60                     | 60  | 0   | 72  |
| Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)        |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 315        | 0                                | 0                           | 0                      | 1                      | 1   | 1   | 3   |
|  | Weighted (000) | 1793       | 0                                | 0                           | 0                      | 1                      | 1   | 1   | 13  |
|  | Horz %         | 100.00     | 0.00                             | 0.00                        | 0.00                   | 0.08                   | 0.08  | 0.08  | 0.70  |
|  | Index          | 100        | 0                                | 0                           | 0                      | 5                      | 5   | 12  | 91  |
| Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)                   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 5190       | 19                               | 16                          | 11                     | 104                    | 104   | 45  | 62  |
|  | Weighted (000) | 26664      | 69                               | 32                          | 39                     | 476                    | 476   | 160   | 210   |
|  | Horz %         | 100.00     | 0.26                             | 0.12                        | 0.15                   | 1.78                   | 1.78  | 0.60  | 0.79  |
|  | Index          | 100        | 100                              | 60                          | 101                    | 116                    | 116   | 88  | 101   |
| Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)           |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 2379       | 7                                | 9                           | 7                      | 52                     | 52  | 23  | 28  |
|  | Weighted (000) | 11083      | 33                               | 20                          | 18                     | 219                    | 219   | 70  | 89  |
|  | Horz %         | 100.00     | 0.29                             | 0.18                        | 0.16                   | 1.98                   | 1.98  | 0.63  | 0.80  |
|  | Index          | 100        | 115                              | 93                          | 111                    | 128                    | 128   | 93  | 103   |
| Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume) |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 1939       | 5                                | 1                           | 3                      | 33                     | 33  | 12  | 18  |
|  | Weighted (000) | 11362      | 22                               | 5                           | 18                     | 230                    | 230   | 73  | 66  |
|  | Horz %         | 100.00     | 0.20                             | 0.04                        | 0.16                   | 2.02                   | 2.02  | 0.64  | 0.58  |
|  | Index          | 100        | 77                               | 20                          | 110                    | 131                    | 131   | 94  | 75  |
| Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)                        |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 1269       | 4                                | 1                           | 2                      | 12                     | 12  | 6   | 6   |
|  | Weighted (000) | 7051       | 8                                | 4                           | 15                     | 47                     | 47  | 27  | 28  |
|  | Horz %         | 100.00     | 0.11                             | 0.06                        | 0.21                   | 0.67                   | 0.67  | 0.38  | 0.40  |
|  | Index          | 100        | 43                               | 32                          | 149                    | 43                     | 43  | 56  | 52  |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
| Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours | Unwgt'd        | 40314      | 131                              | 115                         | 97                     | 724                    | 724   | 365   | 368   |
|  | Weighted (000) | 198598     | 547                              | 416                         | 327                    | 3196                   | 3196  | 1403  | 1574  |
|  | Horz %         | 100.00     | 0.28                             | 0.21                        | 0.16                   | 1.61                   | 1.61  | 0.71  | 0.79  |
|  | Vert %         | 82.48      | 88.59                            | 87.17                       | 94.06                  | 86.15                  | 86.15   | 85.83   | 84.40   |
|  | Index          | 100        | 107                              | 106                         | 114                    | 104                    | 104   | 104   | 102   |
| Radio Daypart Cumes: Weekday 6:00 am - 10:00 am        | Unwgt'd        | 24949      | 88                               | 70                          | 59                     | 438                    | 438   | 225   | 226   |
|  | Weighted (000) | 119900     | 330                              | 245                         | 188                    | 1773                   | 1773  | 748   | 982   |
|  | Horz %         | 100.00     | 0.28                             | 0.20                        | 0.16                   | 1.48                   | 1.48  | 0.62  | 0.82  |
|  | Vert %         | 49.80      | 53.38                            | 51.22                       | 54.20                  | 47.79                  | 47.79   | 45.79   | 52.66   |
|  | Index          | 100        | 107                              | 103                         | 109                    | 96                     | 96  | 92  | 106   |
| Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm        | Unwgt'd        | 18085      | 67                               | 49                          | 53                     | 370                    | 370   | 179   | 185   |
|  | Weighted (000) | 89896      | 302                              | 169                         | 176                    | 1674                   | 1674  | 696   | 737   |
|  | Horz %         | 100.00     | 0.34                             | 0.19                        | 0.20                   | 1.86                   | 1.86  | 0.77  | 0.82  |
|  | Vert %         | 37.34      | 48.92                            | 35.30                       | 50.60                  | 45.12                  | 45.12   | 42.58   | 39.51   |
|  | Index          | 100        | 131                              | 95                          | 136                    | 121                    | 121   | 114   | 106   |
| Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm         | Unwgt'd        | 21647      | 79                               | 62                          | 56                     | 392                    | 392   | 195   | 191   |
|  | Weighted (000) | 104254     | 294                              | 187                         | 206                    | 1583                   | 1583  | 628   | 809   |
|  | Horz %         | 100.00     | 0.28                             | 0.18                        | 0.20                   | 1.52                   | 1.52  | 0.60  | 0.78  |
|  | Vert %         | 43.30      | 47.64                            | 39.22                       | 59.38                  | 42.66                  | 42.66   | 38.45   | 43.36   |
|  | Index          | 100        | 110                              | 91                          | 137                    | 99                     | 99  | 89  | 100   |
| Radio Daypart Cumes: Weekday 7:00 pm - Midnight        | Unwgt'd        | 7445       | 29                               | 20                          | 19                     | 130                    | 130   | 76  | 66  |
|  | Weighted (000) | 38037      | 127                              | 67                          | 59                     | 572                    | 572   | 281   | 298   |
|  | Horz %         | 100.00     | 0.33                             | 0.18                        | 0.16                   | 1.50                   | 1.50  | 0.74  | 0.78  |
|  | Vert %         | 15.80      | 20.54                            | 13.97                       | 17.12                  | 15.43                  | 15.43   | 17.18   | 15.98   |
|  | Index          | 100        | 130                              | 88                          | 108                    | 98                     | 98  | 109   | 101   |
| Radio Daypart Cumes: Weekday Midnight - 6:00 am        | Unwgt'd        | 2311       | 4                                | 6                           | 3                      | 36                     | 36  | 14  | 10  |
|  | Weighted (000) | 11829      | 7                                | 23                          | 5                      | 173                    | 173   | 53  | 52  |
|  | Horz %         | 100.00     | 0.06                             | 0.20                        | 0.04                   | 1.46                   | 1.46  | 0.45  | 0.44  |
|  | Vert %         | 4.91       | 1.19                             | 4.86                        | 1.36                   | 4.65                   | 4.65  | 3.25  | 2.82  |
|  | Index          | 100        | 24                               | 99                          | 28                     | 95                     | 95  | 66  | 57  |
| Radio Daypart Cumes: Weekend 6:00 am - 10:00 am        | Unwgt'd        | 15558      | 51                               | 42                          | 42                     | 270                    | 270   | 148   | 161   |
|  | Weighted (000) | 75340      | 214                              | 167                         | 141                    | 1148                   | 1148  | 528   | 634   |
|  | Horz %         | 100.00     | 0.28                             | 0.22                        | 0.19                   | 1.52                   | 1.52  | 0.70  | 0.84  |
|  | Vert %         | 31.29      | 34.60                            | 34.90                       | 40.61                  | 30.95                  | 30.95   | 32.31   | 33.98   |
|  | Index          | 100        | 111                              | 112                         | 130                    | 99                     | 99  | 103   | 109   |
| Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm        | Unwgt'd        | 21529      | 76                               | 68                          | 55                     | 393                    | 393   | 189   | 223   |
|  | Weighted (000) | 103236     | 342                              | 257                         | 198                    | 1757                   | 1757  | 684   | 922   |
|  | Horz %         | 100.00     | 0.33                             | 0.25                        | 0.19                   | 1.70                   | 1.70  | 0.66  | 0.89  |
|  | Vert %         | 42.88      | 55.39                            | 53.76                       | 57.11                  | 47.35                  | 47.35   | 41.88   | 49.45   |
|  | Index          | 100        | 129                              | 125                         | 133                    | 110                    | 110   | 98  | 115   |
| Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm         | Unwgt'd        | 16365      | 52                               | 46                          | 34                     | 281                    | 281   | 144   | 164   |
|  | Weighted (000) | 81300      | 204                              | 142                         | 117                    | 1264                   | 1264  | 522   | 692   |
|  | Horz %         | 100.00     | 0.25                             | 0.18                        | 0.14                   | 1.55                   | 1.55  | 0.64  | 0.85  |
|  | Vert %         | 33.77      | 33.02                            | 29.81                       | 33.56                  | 34.06                  | 34.06   | 31.92   | 37.09   |
|  | Index          | 100        | 98                               | 88                          | 99                     | 101                    | 101   | 95  | 110   |
| Radio Daypart Cumes: Weekend 7:00 pm - Midnight        | Unwgt'd        | 7820       | 22                               | 19                          | 16                     | 129                    | 129   | 71  | 78  |
|  | Weighted (000) | 39381      | 89                               | 54                          | 46                     | 569                    | 569   | 255   | 367   |
|  | Horz %         | 100.00     | 0.23                             | 0.14                        | 0.12                   | 1.45                   | 1.45  | 0.65  | 0.93  |
|  | Vert %         | 16.36      | 14.42                            | 11.36                       | 13.27                  | 15.34                  | 15.34   | 15.62   | 19.67   |
|  | Index          | 100        | 88                               | 69                          | 81                     | 94                     | 94  | 95  | 120   |

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Radio Daypart Cumes:<br>Weekend Midnight - 6:00 am                               | Unwgt'd        | 1948       | 3                                | 6                           | 1                      | 31                     | 31  | 12  | 17  |
|  | Weighted (000) | 9954       | 11                               | 24                          | 2                      | 139                    | 139   | 36  | 86  |
|  | Horz %         | 100.00     | 0.11                             | 0.25                        | 0.02                   | 1.40                   | 1.40  | 0.36  | 0.86  |
|  | Vert %         | 4.13       | 1.79                             | 5.11                        | 0.47                   | 3.76                   | 3.76  | 2.22  | 4.61  |
|  | Index          | 100        | 43                               | 124                         | 11                     | 91                     | 91  | 54  | 111   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Where Listen to Radio on<br>Typical Weekday: Home                                | Unwgt'd        | 12806      | 40                               | 33                          | 31                     | 220                    | 220   | 119   | 124   |
|  | Weighted (000) | 62580      | 154                              | 94                          | 114                    | 909                    | 909   | 427   | 514   |
|  | Horz %         | 100.00     | 0.25                             | 0.15                        | 0.18                   | 1.45                   | 1.45  | 0.68  | 0.82  |
|  | Vert %         | 25.99      | 24.89                            | 19.75                       | 32.75                  | 24.50                  | 24.50   | 26.11   | 27.58   |
|  | Index          | 100        | 96                               | 76                          | 126                    | 94                     | 94  | 100   | 106   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Where Listen to Radio on<br>Typical Weekday: Car                                 | Unwgt'd        | 37001      | 123                              | 104                         | 95                     | 679                    | 679   | 342   | 347   |
|  | Weighted (000) | 181109     | 465                              | 341                         | 315                    | 2885                   | 2885  | 1311  | 1467  |
|  | Horz %         | 100.00     | 0.26                             | 0.19                        | 0.17                   | 1.59                   | 1.59  | 0.72  | 0.81  |
|  | Vert %         | 75.22      | 75.22                            | 71.44                       | 90.59                  | 77.75                  | 77.75   | 80.20   | 78.69   |
|  | Index          | 100        | 100                              | 95                          | 120                    | 103                    | 103   | 107   | 105   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Where Listen to Radio on<br>Typical Weekday: Work                                | Unwgt'd        | 5690       | 26                               | 14                          | 9                      | 91                     | 91  | 43  | 56  |
|  | Weighted (000) | 29668      | 130                              | 56                          | 20                     | 428                    | 428   | 175   | 282   |
|  | Horz %         | 100.00     | 0.44                             | 0.19                        | 0.07                   | 1.44                   | 1.44  | 0.59  | 0.95  |
|  | Vert %         | 12.32      | 21.01                            | 11.80                       | 5.71                   | 11.53                  | 11.53   | 10.70   | 15.15   |
|  | Index          | 100        | 171                              | 96                          | 46                     | 94                     | 94  | 87  | 123   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Where Listen to Radio on<br>Typical Weekday: Place Other<br>Than Home, Car, Work | Unwgt'd        | 1158       | 7                                | 3                           | 3                      | 22                     | 22  | 11  | 13  |
|  | Weighted (000) | 6331       | 19                               | 10                          | 16                     | 114                    | 114   | 44  | 52  |
|  | Horz %         | 100.00     | 0.29                             | 0.15                        | 0.25                   | 1.80                   | 1.80  | 0.70  | 0.83  |
|  | Vert %         | 2.63       | 2.99                             | 2.04                        | 4.50                   | 3.08                   | 3.08  | 2.71  | 2.81  |
|  | Index          | 100        | 114                              | 77                          | 171                    | 117                    | 117   | 103   | 107   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Where Listen to Radio on<br>Typical Weekend: Home                                | Unwgt'd        | 14791      | 49                               | 34                          | 38                     | 262                    | 262   | 135   | 154   |
|  | Weighted (000) | 72174      | 226                              | 113                         | 147                    | 1126                   | 1126  | 500   | 619   |
|  | Horz %         | 100.00     | 0.31                             | 0.16                        | 0.20                   | 1.56                   | 1.56  | 0.69  | 0.86  |
|  | Vert %         | 29.97      | 36.66                            | 23.64                       | 42.45                  | 30.33                  | 30.33   | 30.57   | 33.21   |
|  | Index          | 100        | 122                              | 79                          | 142                    | 101                    | 101   | 102   | 111   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Where Listen to Radio on<br>Typical Weekend: Car                                 | Unwgt'd        | 33975      | 109                              | 100                         | 84                     | 606                    | 606   | 303   | 319   |
|  | Weighted (000) | 166202     | 430                              | 335                         | 262                    | 2613                   | 2613  | 1175  | 1348  |
|  | Horz %         | 100.00     | 0.26                             | 0.20                        | 0.16                   | 1.57                   | 1.57  | 0.71  | 0.81  |
|  | Vert %         | 69.03      | 69.63                            | 70.14                       | 75.52                  | 70.41                  | 70.41   | 71.90   | 72.27   |
|  | Index          | 100        | 101                              | 102                         | 109                    | 102                    | 102   | 104   | 105   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Where Listen to Radio on<br>Typical Weekend: Work                                | Unwgt'd        | 2031       | 8                                | 7                           | 3                      | 38                     | 38  | 14  | 26  |
|  | Weighted (000) | 11015      | 38                               | 30                          | 7                      | 202                    | 202   | 62  | 103   |
|  | Horz %         | 100.00     | 0.34                             | 0.27                        | 0.06                   | 1.83                   | 1.83  | 0.57  | 0.94  |
|  | Vert %         | 4.57       | 6.07                             | 6.31                        | 1.89                   | 5.44                   | 5.44  | 3.82  | 5.54  |
|  | Index          | 100        | 133                              | 138                         | 41                     | 119                    | 119   | 83  | 121   |
|  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Where Listen to Radio on<br>Typical Weekend: Place Other<br>Than Home, Car, Work | Unwgt'd        | 1137       | 5                                | 2                           | 2                      | 19                     | 19  | 9   | 13  |
|  | Weighted (000) | 6306       | 13                               | 8                           | 5                      | 91                     | 91  | 45  | 72  |
|  | Horz %         | 100.00     | 0.21                             | 0.13                        | 0.08                   | 1.45                   | 1.45  | 0.71  | 1.15  |
|  | Vert %         | 2.62       | 2.09                             | 1.66                        | 1.52                   | 2.47                   | 2.47  | 2.75  | 3.88  |
|  | Index          | 100        | 80                               | 63                          | 58                     | 94                     | 94  | 105   | 148   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Ever Listen to AM Radio<br>(Terrestrial Radio)                                   | Unwgt'd        | 9226       | 29                               | 22                          | 24                     | 187                    | 187   | 104   | 86  |
|  | Weighted (000) | 37690      | 88                               | 61                          | 67                     | 640                    | 640   | 341   | 273   |
|  | Horz %         | 100.00     | 0.23                             | 0.16                        | 0.18                   | 1.70                   | 1.70  | 0.91  | 0.72  |
|  | Vert %         | 15.65      | 14.24                            | 12.79                       | 19.44                  | 17.25                  | 17.25   | 20.89   | 14.62   |
|  | Index          | 100        | 91                               | 82                          | 124                    | 110                    | 110   | 133   | 93  |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
| Ever Listen to FM Radio (Terrestrial Radio)  | Unwgt'd        | 36061      | 108                              | 100                         | 81                     | 607                    | 607   | 287   | 320   |
|  | Weighted (000) | 181675     | 468                              | 373                         | 285                    | 2767                   | 2767  | 1089  | 1438  |
|  | Horz %         | 100.00     | 0.26                             | 0.21                        | 0.16                   | 1.52                   | 1.52  | 0.60  | 0.79  |
|  | Vert %         | 75.45      | 75.75                            | 78.09                       | 82.14                  | 74.59                  | 74.59   | 66.65   | 77.13   |
|  | Index          | 100        | 100                              | 103                         | 109                    | 99                     | 99  | 88  | 102   |
| Ever Listen to Any Terrestrial Radio (AM/FM)   | Unwgt'd        | 39115      | 118                              | 104                         | 90                     | 675                    | 675   | 329   | 347   |
|  | Weighted (000) | 193871     | 507                              | 385                         | 310                    | 3039                   | 3039  | 1249  | 1513  |
|  | Horz %         | 100.00     | 0.26                             | 0.20                        | 0.16                   | 1.57                   | 1.57  | 0.64  | 0.78  |
|  | Vert %         | 80.52      | 82.09                            | 80.55                       | 89.27                  | 81.92                  | 81.92   | 76.45   | 81.17   |
|  | Index          | 100        | 102                              | 100                         | 111                    | 102                    | 102   | 95  | 101   |
| Ever Listen to Satellite Radio (SiriusXM)  |                |            | *                                | *                           | *                      |                        |   |   |   |
|  | Unwgt'd        | 6485       | 44                               | 25                          | 37                     | 193                    | 193   | 123   | 90  |
|  | Weighted (000) | 28450      | 169                              | 78                          | 116                    | 725                    | 725   | 482   | 330   |
|  | Horz %         | 100.00     | 0.59                             | 0.28                        | 0.41                   | 2.55                   | 2.55  | 1.69  | 1.16  |
|  | Index          | 100        | 231                              | 139                         | 283                    | 165                    | 165   | 250   | 150   |
| Household Subscribes to Satellite (SiriusXM) Radio   | Unwgt'd        | 8939       | 55                               | 39                          | 55                     | 263                    | 263   | 169   | 125   |
|  | Weighted (000) | 41160      | 201                              | 113                         | 172                    | 1044                   | 1044  | 667   | 477   |
|  | Horz %         | 100.00     | 0.49                             | 0.27                        | 0.42                   | 2.54                   | 2.54  | 1.62  | 1.16  |
|  | Vert %         | 17.09      | 32.48                            | 23.56                       | 49.44                  | 28.14                  | 28.14   | 40.79   | 25.56   |
|  | Index          | 100        | 190                              | 138                         | 289                    | 165                    | 165   | 239   | 150   |
| Any Vehicle Currently Owned/Leased Has Satellite Radio   | Unwgt'd        | 14712      | 84                               | 69                          | 70                     | 435                    | 435   | 265   | 183   |
|  | Weighted (000) | 71398      | 365                              | 212                         | 258                    | 1813                   | 1813  | 1045  | 806   |
|  | Horz %         | 100.00     | 0.51                             | 0.30                        | 0.36                   | 2.54                   | 2.54  | 1.46  | 1.13  |
|  | Vert %         | 29.65      | 59.06                            | 44.44                       | 74.16                  | 48.87                  | 48.87   | 63.92   | 43.21   |
|  | Index          | 100        | 199                              | 150                         | 250                    | 165                    | 165   | 216   | 146   |
| Any Vehicle Currently Owned/Leased Has MP3 Player Connection   |                |            | *                                | *                           | *                      |                        |   |   |   |
|  | Unwgt'd        | 12557      | 48                               | 45                          | 44                     | 251                    | 251   | 172   | 132   |
|  | Weighted (000) | 62882      | 229                              | 134                         | 148                    | 1012                   | 1012  | 669   | 643   |
|  | Horz %         | 100.00     | 0.36                             | 0.21                        | 0.23                   | 1.61                   | 1.61  | 1.06  | 1.02  |
|  | Index          | 100        | 142                              | 107                         | 163                    | 104                    | 104   | 157   | 132   |
| listened online to streaming AM/FM broadcast radio stations  |                |            | *                                | *                           | *                      |                        |   |   |   |
|  | Unwgt'd        | 7450       | 21                               | 23                          | 24                     | 120                    | 120   | 66  | 66  |
|  | Weighted (000) | 36486      | 71                               | 123                         | 61                     | 477                    | 477   | 229   | 308   |
|  | Horz %         | 100.00     | 0.19                             | 0.34                        | 0.17                   | 1.31                   | 1.31  | 0.63  | 0.84  |
|  | Index          | 100        | 76                               | 170                         | 116                    | 85                     | 85  | 92  | 109   |
| listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) |                |            | *                                | *                           | *                      |                        |   |   |   |
|  | Unwgt'd        | 14104      | 46                               | 35                          | 31                     | 219                    | 219   | 113   | 140   |
|  | Weighted (000) | 70596      | 166                              | 140                         | 112                    | 992                    | 992   | 463   | 591   |
|  | Horz %         | 100.00     | 0.24                             | 0.20                        | 0.16                   | 1.41                   | 1.41  | 0.66  | 0.84  |
|  | Index          | 100        | 92                               | 100                         | 110                    | 91                     | 91  | 97  | 108   |
| Listened to Any Radio on the Internet/Online-Past Month  | Unwgt'd        | 20341      | 63                               | 57                          | 49                     | 310                    | 310   | 164   | 197   |
|  | Weighted (000) | 101859     | 216                              | 205                         | 158                    | 1308                   | 1308  | 619   | 871   |
|  | Horz %         | 100.00     | 0.21                             | 0.20                        | 0.15                   | 1.28                   | 1.28  | 0.61  | 0.86  |
|  | Vert %         | 42.30      | 34.96                            | 42.85                       | 45.44                  | 35.25                  | 35.25   | 37.87   | 46.73   |
|  | Index          | 100        | 83                               | 101                         | 107                    | 83                     | 83  | 90  | 110   |
| Visited a radio station, radio program or radio personality's website                                |                |            | *                                | *                           | *                      |                        |   |   |   |
|  | Unwgt'd        | 3495       | 16                               | 8                           | 11                     | 73                     | 73  | 31  | 38  |
|  | Weighted (000) | 16642      | 47                               | 27                          | 29                     | 271                    | 271   | 101   | 144   |
|  | Horz %         | 100.00     | 0.28                             | 0.16                        | 0.17                   | 1.63                   | 1.63  | 0.61  | 0.86  |
|  | Index          | 100        | 111                              | 81                          | 119                    | 106                    | 106   | 90  | 112   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Downloaded music - Past Month   | Unwgt'd        | 10131      | 34                               | 24                          | 27                     | 167                    | 167   | 78  | 94  |
|   | Weighted (000) | 53361      | 128                              | 95                          | 96                     | 816                    | 816   | 366   | 465   |
|   | Horz %         | 100.00     | 0.24                             | 0.18                        | 0.18                   | 1.53                   | 1.53  | 0.69  | 0.87  |
|   | Vert %         | 22.16      | 20.77                            | 19.95                       | 27.72                  | 21.99                  | 21.99   | 22.39   | 24.94   |
|   | Index          | 100        | 94                               | 90                          | 125                    | 99                     | 99  | 101   | 113   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Downloaded or listened to podcasts/podcasting - past month  | Unwgt'd        | 2692       | 7                                | 10                          | 3                      | 39                     | 39  | 16  | 12  |
|   | Weighted (000) | 11952      | 29                               | 25                          | 17                     | 181                    | 181   | 54  | 63  |
|   | Horz %         | 100.00     | 0.24                             | 0.21                        | 0.14                   | 1.52                   | 1.52  | 0.45  | 0.52  |
|   | Vert %         | 4.96       | 4.64                             | 5.31                        | 4.94                   | 4.89                   | 4.89  | 3.28  | 3.36  |
|   | Index          | 100        | 93                               | 107                         | 100                    | 98                     | 98  | 66  | 68  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)   | Unwgt'd        | 3490       | 13                               | 13                          | 11                     | 59                     | 59  | 30  | 38  |
|   | Weighted (000) | 17709      | 48                               | 46                          | 35                     | 251                    | 251   | 114   | 236   |
|   | Horz %         | 100.00     | 0.27                             | 0.26                        | 0.20                   | 1.42                   | 1.42  | 0.64  | 1.33  |
|   | Vert %         | 7.36       | 7.71                             | 9.61                        | 10.18                  | 6.78                   | 6.78  | 6.99  | 12.66   |
|   | Index          | 100        | 105                              | 131                         | 138                    | 92                     | 92  | 95  | 172   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Listened to iTunes/last 30 days (measured as website visited/last 30 days)  | Unwgt'd        | 7650       | 24                               | 24                          | 26                     | 119                    | 119   | 66  | 64  |
|   | Weighted (000) | 36645      | 73                               | 93                          | 78                     | 488                    | 488   | 248   | 309   |
|   | Horz %         | 100.00     | 0.20                             | 0.25                        | 0.21                   | 1.33                   | 1.33  | 0.68  | 0.84  |
|   | Vert %         | 15.22      | 11.85                            | 19.42                       | 22.39                  | 13.16                  | 13.16   | 15.16   | 16.59   |
|   | Index          | 100        | 78                               | 128                         | 147                    | 86                     | 86  | 100   | 109   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Listened to Pandora/last 30 days (measured as website visited/last 30 days)   | Unwgt'd        | 13348      | 38                               | 41                          | 28                     | 202                    | 202   | 106   | 138   |
|   | Weighted (000) | 68670      | 163                              | 145                         | 101                    | 952                    | 952   | 448   | 613   |
|   | Horz %         | 100.00     | 0.24                             | 0.21                        | 0.15                   | 1.39                   | 1.39  | 0.65  | 0.89  |
|   | Vert %         | 28.52      | 26.35                            | 30.30                       | 29.09                  | 25.65                  | 25.65   | 27.39   | 32.90   |
|   | Index          | 100        | 92                               | 106                         | 102                    | 90                     | 90  | 96  | 115   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Listened to Spotify/last 30 days (measured as website visited/last 30 days)   | Unwgt'd        | 4026       | 11                               | 9                           | 4                      | 50                     | 50  | 24  | 30  |
|   | Weighted (000) | 21138      | 22                               | 38                          | 16                     | 206                    | 206   | 89  | 143   |
|   | Horz %         | 100.00     | 0.10                             | 0.18                        | 0.07                   | 0.97                   | 0.97  | 0.42  | 0.67  |
|   | Vert %         | 8.78       | 3.57                             | 7.95                        | 4.51                   | 5.55                   | 5.55  | 5.43  | 7.65  |
|   | Index          | 100        | 41                               | 91                          | 51                     | 63                     | 63  | 62  | 87  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat                               | Unwgt'd        | 16441      | 48                               | 58                          | 39                     | 306                    | 306   | 149   | 165   |
|   | Weighted (000) | 83247      | 191                              | 230                         | 124                    | 1329                   | 1329  | 591   | 787   |
|   | Horz %         | 100.00     | 0.23                             | 0.28                        | 0.15                   | 1.60                   | 1.60  | 0.71  | 0.95  |
|   | Vert %         | 34.57      | 30.93                            | 48.25                       | 35.85                  | 35.83                  | 35.83   | 36.15   | 42.22   |
|   | Index          | 100        | 89                               | 140                         | 104                    | 104                    | 104   | 105   | 122   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat | Unwgt'd        | 13568      | 36                               | 48                          | 34                     | 246                    | 246   | 120   | 126   |
|   | Weighted (000) | 68583      | 155                              | 195                         | 96                     | 1125                   | 1125  | 525   | 598   |
|   | Horz %         | 100.00     | 0.23                             | 0.28                        | 0.14                   | 1.64                   | 1.64  | 0.77  | 0.87  |
|   | Vert %         | 28.48      | 25.12                            | 40.89                       | 27.77                  | 30.31                  | 30.31   | 32.12   | 32.09   |
|   | Index          | 100        | 88                               | 144                         | 97                     | 106                    | 106   | 113   | 113   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat              | Unwgt'd        | 16787      | 41                               | 53                          | 36                     | 295                    | 295   | 134   | 170   |
|   | Weighted (000) | 84735      | 169                              | 214                         | 114                    | 1305                   | 1305  | 569   | 751   |
|   | Horz %         | 100.00     | 0.20                             | 0.25                        | 0.13                   | 1.54                   | 1.54  | 0.67  | 0.89  |
|   | Vert %         | 35.19      | 27.29                            | 44.87                       | 32.77                  | 35.17                  | 35.17   | 34.82   | 40.30   |
|   | Index          | 100        | 78                               | 127                         | 93                     | 100                    | 100   | 99  | 115   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat   | Unwgt'd        | 12871      | 30                               | 40                          | 29                     | 231                    | 231   | 100   | 124   |
|   | Weighted (000) | 66195      | 144                              | 150                         | 92                     | 1066                   | 1066  | 439   | 578   |
|   | Horz %         | 100.00     | 0.22                             | 0.23                        | 0.14                   | 1.61                   | 1.61  | 0.66  | 0.87  |
|   | Vert %         | 27.49      | 23.36                            | 31.35                       | 26.39                  | 28.73                  | 28.73   | 26.85   | 31.00   |
|   | Index          | 100        | 85                               | 114                         | 96                     | 104                    | 104   | 98  | 113   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
| TV Dayparts: Total Week Prime Time Cume Audience  | Unwgted        | 38660      | 124                              | 101                         | 93                     | 711                    | 711   | 363   | 348   |
|   | Weighted (000) | 189912     | 488                              | 367                         | 315                    | 3157                   | 3157  | 1463  | 1524  |
|   | Horz %         | 100.00     | 0.26                             | 0.19                        | 0.17                   | 1.66                   | 1.66  | 0.77  | 0.80  |
|   | Vert %         | 78.87      | 78.98                            | 76.84                       | 90.86                  | 85.07                  | 85.07   | 89.52   | 81.71   |
|   | Index          | 100        | 100                              | 97                          | 115                    | 108                    | 108   | 114   | 104   |
| TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted        | 30696      | 93                               | 77                          | 82                     | 578                    | 578   | 296   | 287   |
|   | Weighted (000) | 149196     | 385                              | 283                         | 280                    | 2608                   | 2608  | 1178  | 1204  |
|   | Horz %         | 100.00     | 0.26                             | 0.19                        | 0.19                   | 1.75                   | 1.75  | 0.79  | 0.81  |
|   | Vert %         | 61.96      | 62.33                            | 59.35                       | 80.51                  | 70.28                  | 70.28   | 72.07   | 64.56   |
|   | Index          | 100        | 101                              | 96                          | 130                    | 113                    | 113   | 116   | 104   |
| TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted        | 26491      | 77                               | 70                          | 66                     | 500                    | 500   | 258   | 243   |
|   | Weighted (000) | 129997     | 314                              | 263                         | 234                    | 2230                   | 2230  | 1058  | 1052  |
|   | Horz %         | 100.00     | 0.24                             | 0.20                        | 0.18                   | 1.72                   | 1.72  | 0.81  | 0.81  |
|   | Vert %         | 53.99      | 50.81                            | 55.10                       | 67.46                  | 60.10                  | 60.10   | 64.71   | 56.42   |
|   | Index          | 100        | 94                               | 102                         | 125                    | 111                    | 111   | 120   | 105   |
| TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)   | Unwgted        | 30904      | 94                               | 85                          | 80                     | 575                    | 575   | 295   | 292   |
|   | Weighted (000) | 150311     | 371                              | 294                         | 264                    | 2497                   | 2497  | 1168  | 1294  |
|   | Horz %         | 100.00     | 0.25                             | 0.20                        | 0.18                   | 1.66                   | 1.66  | 0.78  | 0.86  |
|   | Vert %         | 62.43      | 60.07                            | 61.54                       | 76.15                  | 67.30                  | 67.30   | 71.45   | 69.39   |
|   | Index          | 100        | 96                               | 99                          | 122                    | 108                    | 108   | 114   | 111   |
| TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)       | Unwgted        | 13385      | 39                               | 27                          | 22                     | 252                    | 252   | 111   | 129   |
|   | Weighted (000) | 71448      | 203                              | 105                         | 93                     | 1376                   | 1376  | 545   | 601   |
|   | Horz %         | 100.00     | 0.28                             | 0.15                        | 0.13                   | 1.93                   | 1.93  | 0.76  | 0.84  |
|   | Vert %         | 29.67      | 32.78                            | 22.05                       | 26.72                  | 37.09                  | 37.09   | 33.36   | 32.23   |
|   | Index          | 100        | 110                              | 74                          | 90                     | 125                    | 125   | 112   | 109   |
| TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)         | Unwgted        | 23966      | 70                               | 58                          | 55                     | 428                    | 428   | 213   | 226   |
|   | Weighted (000) | 120410     | 307                              | 247                         | 182                    | 1952                   | 1952  | 850   | 930   |
|   | Horz %         | 100.00     | 0.26                             | 0.21                        | 0.15                   | 1.62                   | 1.62  | 0.71  | 0.77  |
|   | Vert %         | 50.01      | 49.70                            | 51.69                       | 52.38                  | 52.61                  | 52.61   | 51.99   | 49.87   |
|   | Index          | 100        | 99                               | 103                         | 105                    | 105                    | 105   | 104   | 100   |
| TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)      | Unwgted        | 7819       | 27                               | 22                          | 23                     | 172                    | 172   | 74  | 85  |
|   | Weighted (000) | 39930      | 144                              | 54                          | 69                     | 783                    | 783   | 345   | 365   |
|   | Horz %         | 100.00     | 0.36                             | 0.14                        | 0.17                   | 1.96                   | 1.96  | 0.86  | 0.91  |
|   | Vert %         | 16.58      | 23.31                            | 11.34                       | 20.00                  | 21.10                  | 21.10   | 21.09   | 19.56   |
|   | Index          | 100        | 141                              | 68                          | 121                    | 127                    | 127   | 127   | 118   |
| TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning                                      | Unwgted        | 19776      | 56                               | 52                          | 44                     | 361                    | 361   | 171   | 188   |
|   | Weighted (000) | 98663      | 219                              | 223                         | 147                    | 1679                   | 1679  | 693   | 841   |
|   | Horz %         | 100.00     | 0.22                             | 0.23                        | 0.15                   | 1.70                   | 1.70  | 0.70  | 0.85  |
|   | Vert %         | 40.98      | 35.40                            | 46.76                       | 42.24                  | 45.25                  | 45.25   | 42.38   | 45.10   |
|   | Index          | 100        | 86                               | 114                         | 103                    | 110                    | 110   | 103   | 110   |
| TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon  | Unwgted        | 23713      | 72                               | 69                          | 61                     | 450                    | 450   | 222   | 235   |
|   | Weighted (000) | 118404     | 344                              | 235                         | 207                    | 1961                   | 1961  | 860   | 986   |
|   | Horz %         | 100.00     | 0.29                             | 0.20                        | 0.17                   | 1.66                   | 1.66  | 0.73  | 0.83  |
|   | Vert %         | 49.18      | 55.60                            | 49.17                       | 59.56                  | 52.84                  | 52.84   | 52.66   | 52.90   |
|   | Index          | 100        | 113                              | 100                         | 121                    | 107                    | 107   | 107   | 108   |
| Downloaded a TV Program - Past Month  | Unwgted        | 2546       | 7                                | 6                           | 9                      | 42                     | 42  | 23  | 24  |
|   | Weighted (000) | 12316      | 40                               | 19                          | 33                     | 219                    | 219   | 105   | 98  |
|   | Horz %         | 100.00     | 0.32                             | 0.16                        | 0.27                   | 1.78                   | 1.78  | 0.85  | 0.79  |
|   | Vert %         | 5.11       | 6.44                             | 4.04                        | 9.58                   | 5.91                   | 5.91  | 6.42  | 5.25  |
|   | Index          | 100        | 126                              | 79                          | 187                    | 116                    | 116   | 126   | 103   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Watched a TV Program Online - Past Month                   | Unwgt'd        | 8662       | 22                               | 22                          | 20                     | 125                    | 125   | 60  | 63  |
|  | Weighted (000) | 42288      | 85                               | 73                          | 67                     | 537                    | 537   | 212   | 271   |
|  | Horz %         | 100.00     | 0.20                             | 0.17                        | 0.16                   | 1.27                   | 1.27  | 0.50  | 0.64  |
|  | Vert %         | 17.56      | 13.71                            | 15.27                       | 19.40                  | 14.47                  | 14.47   | 12.96   | 14.51   |
|  | Index          | 100        | 78                               | 87                          | 110                    | 82                     | 82  | 74  | 83  |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Visited a TV Network or TV Show's Web Site - Past Month    | Unwgt'd        | 10361      | 25                               | 29                          | 20                     | 158                    | 158   | 73  | 97  |
|  | Weighted (000) | 49642      | 68                               | 106                         | 62                     | 640                    | 640   | 253   | 451   |
|  | Horz %         | 100.00     | 0.14                             | 0.21                        | 0.12                   | 1.29                   | 1.29  | 0.51  | 0.91  |
|  | Vert %         | 20.62      | 11.04                            | 22.10                       | 17.86                  | 17.26                  | 17.26   | 15.47   | 24.17   |
|  | Index          | 100        | 54                               | 107                         | 87                     | 84                     | 84  | 75  | 117   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Looked at TV Listings Online - Past Month                  | Unwgt'd        | 5556       | 24                               | 21                          | 14                     | 112                    | 112   | 64  | 54  |
|  | Weighted (000) | 25739      | 78                               | 72                          | 54                     | 417                    | 417   | 203   | 206   |
|  | Horz %         | 100.00     | 0.30                             | 0.28                        | 0.21                   | 1.62                   | 1.62  | 0.79  | 0.80  |
|  | Vert %         | 10.69      | 12.64                            | 15.15                       | 15.61                  | 11.23                  | 11.23   | 12.42   | 11.04   |
|  | Index          | 100        | 118                              | 142                         | 146                    | 105                    | 105   | 116   | 103   |
|  |                |            |                                  |                             |                        |                        |   |   |   |
| Household Subscribes to Cable TV                           | Unwgt'd        | 22719      | 78                               | 58                          | 58                     | 428                    | 428   | 237   | 219   |
|  | Weighted (000) | 108255     | 337                              | 212                         | 200                    | 1905                   | 1905  | 911   | 822   |
|  | Horz %         | 100.00     | 0.31                             | 0.20                        | 0.18                   | 1.76                   | 1.76  | 0.84  | 0.76  |
|  | Vert %         | 44.96      | 54.47                            | 44.48                       | 57.61                  | 51.36                  | 51.36   | 55.75   | 44.10   |
|  | Index          | 100        | 121                              | 99                          | 128                    | 114                    | 114   | 124   | 98  |
|  |                |            |                                  |                             |                        |                        |   |   |   |
| Household Subscribes to Cable, Satellite or Fiber Optic TV | Unwgt'd        | 39029      | 134                              | 108                         | 102                    | 742                    | 742   | 385   | 361   |
|  | Weighted (000) | 191150     | 552                              | 388                         | 337                    | 3322                   | 3322  | 1548  | 1601  |
|  | Horz %         | 100.00     | 0.29                             | 0.20                        | 0.18                   | 1.74                   | 1.74  | 0.81  | 0.84  |
|  | Vert %         | 79.39      | 89.27                            | 81.24                       | 97.10                  | 89.53                  | 89.53   | 94.76   | 85.87   |
|  | Index          | 100        | 112                              | 102                         | 122                    | 113                    | 113   | 119   | 108   |
|  |                |            |                                  |                             |                        |                        |   |   |   |
| Viewed Any Cable TV (Including Pay) - Past Week            | Unwgt'd        | 37639      | 129                              | 104                         | 99                     | 712                    | 712   | 369   | 353   |
|  | Weighted (000) | 184440     | 536                              | 370                         | 333                    | 3195                   | 3195  | 1455  | 1549  |
|  | Horz %         | 100.00     | 0.29                             | 0.20                        | 0.18                   | 1.73                   | 1.73  | 0.79  | 0.84  |
|  | Vert %         | 76.60      | 86.77                            | 77.52                       | 95.91                  | 86.11                  | 86.11   | 89.02   | 83.08   |
|  | Index          | 100        | 113                              | 101                         | 125                    | 112                    | 112   | 116   | 108   |
|  |                |            |                                  |                             |                        |                        |   |   |   |
| Heavy Cable TV Viewer (Including Pay) - Past Week          | Unwgt'd        | 27789      | 99                               | 78                          | 72                     | 539                    | 539   | 277   | 269   |
|  | Weighted (000) | 137528     | 396                              | 294                         | 231                    | 2451                   | 2451  | 1140  | 1219  |
|  | Horz %         | 100.00     | 0.29                             | 0.21                        | 0.17                   | 1.78                   | 1.78  | 0.83  | 0.89  |
|  | Vert %         | 57.12      | 64.03                            | 61.60                       | 66.46                  | 66.06                  | 66.06   | 69.79   | 65.36   |
|  | Index          | 100        | 112                              | 108                         | 116                    | 116                    | 116   | 122   | 114   |
|  |                |            |                                  | *                           | *                      |                        |   |   |   |
| Viewed Any Premium Cable Channels - Past Month             | Unwgt'd        | 16374      | 58                               | 40                          | 45                     | 312                    | 312   | 151   | 159   |
|  | Weighted (000) | 77280      | 233                              | 125                         | 145                    | 1356                   | 1356  | 544   | 710   |
|  | Horz %         | 100.00     | 0.30                             | 0.16                        | 0.19                   | 1.75                   | 1.75  | 0.70  | 0.92  |
|  | Vert %         | 32.10      | 37.69                            | 26.24                       | 41.68                  | 36.55                  | 36.55   | 33.29   | 38.10   |
|  | Index          | 100        | 117                              | 82                          | 130                    | 114                    | 114   | 104   | 119   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Viewed Any Pay-Per-View Programs or Events - Past Year     | Unwgt'd        | 6244       | 23                               | 21                          | 18                     | 120                    | 120   | 70  | 75  |
|  | Weighted (000) | 29338      | 96                               | 58                          | 54                     | 540                    | 540   | 286   | 351   |
|  | Horz %         | 100.00     | 0.33                             | 0.20                        | 0.18                   | 1.84                   | 1.84  | 0.97  | 1.20  |
|  | Vert %         | 12.18      | 15.52                            | 12.21                       | 15.44                  | 14.55                  | 14.55   | 17.50   | 18.81   |
|  | Index          | 100        | 127                              | 100                         | 127                    | 119                    | 119   | 144   | 154   |
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Viewed Any Video-On-Demand Programs or Events - Past Year  | Unwgt'd        | 13643      | 43                               | 38                          | 40                     | 236                    | 236   | 137   | 138   |
|  | Weighted (000) | 59903      | 159                              | 126                         | 109                    | 937                    | 937   | 498   | 562   |
|  | Horz %         | 100.00     | 0.26                             | 0.21                        | 0.18                   | 1.56                   | 1.56  | 0.83  | 0.94  |
|  | Vert %         | 24.88      | 25.66                            | 26.32                       | 31.51                  | 25.25                  | 25.25   | 30.50   | 30.14   |
|  | Index          | 100        | 103                              | 106                         | 127                    | 101                    | 101   | 123   | 121   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            |                                  |                             |                        |                        |   |   |   |
| Household Has a Satellite Dish                    |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 10901      | 37                               | 34                          | 26                     | 205                    | 205   | 87  | 105   |
|   | Weighted (000) | 62972      | 154                              | 134                         | 97                     | 1077                   | 1077  | 416   | 591   |
|   | Horz %         | 100.00     | 0.25                             | 0.21                        | 0.15                   | 1.71                   | 1.71  | 0.66  | 0.94  |
|   | Vert %         | 26.15      | 25.00                            | 28.16                       | 27.83                  | 29.03                  | 29.03   | 25.44   | 31.68   |
| Index   | 100            | 96         | 108                              | 106                         | 111                    | 111                    | 97  | 121   |   |
| Household Has a Digital Video Recorder (DVR)      |                |            |                                  |                             |                        |                        |   |   |   |
|   | Unwgt'd        | 24213      | 85                               | 75                          | 77                     | 483                    | 483   | 255   | 236   |
|   | Weighted (000) | 117400     | 309                              | 263                         | 254                    | 2202                   | 2202  | 1022  | 1010  |
|   | Horz %         | 100.00     | 0.26                             | 0.22                        | 0.22                   | 1.88                   | 1.88  | 0.87  | 0.86  |
|   | Vert %         | 48.76      | 50.06                            | 55.14                       | 73.19                  | 59.35                  | 59.35   | 62.55   | 54.16   |
| Index   | 100            | 103        | 113                              | 150                         | 122                    | 122                    | 128   | 111   |   |
| Any Internet/Online Activity - Past Month         |                |            |                                  |                             |                        |                        |   |   |   |
|   | Unwgt'd        | 41735      | 134                              | 113                         | 101                    | 729                    | 729   | 374   | 373   |
|   | Weighted (000) | 203627     | 509                              | 427                         | 335                    | 3142                   | 3142  | 1436  | 1581  |
|   | Horz %         | 100.00     | 0.25                             | 0.21                        | 0.16                   | 1.54                   | 1.54  | 0.71  | 0.78  |
|   | Vert %         | 84.57      | 82.45                            | 89.47                       | 96.50                  | 84.69                  | 84.69   | 87.90   | 84.81   |
| Index   | 100            | 97         | 106                              | 114                         | 100                    | 100                    | 104   | 100   |   |
| Played Games Online - Past Month                  |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 13858      | 41                               | 33                          | 33                     | 219                    | 219   | 110   | 128   |
|   | Weighted (000) | 73582      | 145                              | 118                         | 121                    | 1045                   | 1045  | 459   | 591   |
|   | Horz %         | 100.00     | 0.20                             | 0.16                        | 0.16                   | 1.42                   | 1.42  | 0.62  | 0.80  |
|   | Vert %         | 30.56      | 23.53                            | 24.79                       | 34.90                  | 28.17                  | 28.17   | 28.11   | 31.69   |
| Index   | 100            | 77         | 81                               | 114                         | 92                     | 92                     | 92  | 104   |   |
| Downloaded a Video Game - Past Month              |                |            | *                                | *                           | *                      |                        |   | *   | *   |
|   | Unwgt'd        | 5181       | 8                                | 15                          | 7                      | 61                     | 61  | 25  | 49  |
|   | Weighted (000) | 29277      | 27                               | 45                          | 27                     | 309                    | 309   | 119   | 221   |
|   | Horz %         | 100.00     | 0.09                             | 0.15                        | 0.09                   | 1.06                   | 1.06  | 0.41  | 0.76  |
|   | Vert %         | 12.16      | 4.33                             | 9.46                        | 7.66                   | 8.32                   | 8.32  | 7.30  | 11.87   |
| Index   | 100            | 36         | 78                               | 63                          | 68                     | 68                     | 60  | 98  |   |
| Downloaded a Movie - Past Month                   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
|   | Unwgt'd        | 4298       | 9                                | 14                          | 12                     | 66                     | 66  | 33  | 29  |
|   | Weighted (000) | 21411      | 39                               | 44                          | 42                     | 290                    | 290   | 120   | 123   |
|   | Horz %         | 100.00     | 0.18                             | 0.20                        | 0.20                   | 1.35                   | 1.35  | 0.56  | 0.58  |
|   | Vert %         | 8.89       | 6.27                             | 9.18                        | 12.10                  | 7.80                   | 7.80  | 7.35  | 6.62  |
| Index   | 100            | 70         | 103                              | 136                         | 88                     | 88                     | 83  | 74  |   |
| Watched a Movie Online - Past Month               |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 10210      | 27                               | 27                          | 20                     | 136                    | 136   | 61  | 79  |
|   | Weighted (000) | 51231      | 98                               | 96                          | 80                     | 568                    | 568   | 235   | 373   |
|   | Horz %         | 100.00     | 0.19                             | 0.19                        | 0.16                   | 1.11                   | 1.11  | 0.46  | 0.73  |
|   | Vert %         | 21.28      | 15.92                            | 20.18                       | 23.09                  | 15.32                  | 15.32   | 14.39   | 20.01   |
| Index   | 100            | 75         | 95                               | 109                         | 72                     | 72                     | 68  | 94  |   |
| Watched Online Video (Not Movie, TV) - Past Month |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 8994       | 27                               | 27                          | 22                     | 137                    | 137   | 64  | 74  |
|   | Weighted (000) | 44949      | 93                               | 122                         | 84                     | 608                    | 608   | 252   | 366   |
|   | Horz %         | 100.00     | 0.21                             | 0.27                        | 0.19                   | 1.35                   | 1.35  | 0.56  | 0.81  |
|   | Vert %         | 18.67      | 14.98                            | 25.55                       | 24.09                  | 16.38                  | 16.38   | 15.40   | 19.64   |
| Index   | 100            | 80         | 137                              | 129                         | 88                     | 88                     | 82  | 105   |   |
| Visited a Chat Room - Past Month                  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|   | Unwgt'd        | 2241       | 3                                | 6                           | 5                      | 29                     | 29  | 9   | 20  |
|   | Weighted (000) | 11411      | 15                               | 35                          | 12                     | 131                    | 131   | 31  | 84  |
|   | Horz %         | 100.00     | 0.13                             | 0.31                        | 0.10                   | 1.14                   | 1.14  | 0.27  | 0.74  |
|   | Vert %         | 4.74       | 2.38                             | 7.33                        | 3.40                   | 3.52                   | 3.52  | 1.90  | 4.51  |
| Index   | 100            | 50         | 155                              | 72                          | 74                     | 74                     | 40  | 95  |   |
| Used e-Mail - Past Month                          |                |            |                                  |                             |                        |                        |   |   |   |
|   | Unwgt'd        | 36995      | 115                              | 101                         | 94                     | 640                    | 640   | 337   | 336   |
|   | Weighted (000) | 174261     | 430                              | 364                         | 317                    | 2632                   | 2632  | 1256  | 1404  |
|   | Horz %         | 100.00     | 0.25                             | 0.21                        | 0.18                   | 1.51                   | 1.51  | 0.72  | 0.81  |
|   | Vert %         | 72.37      | 69.53                            | 76.18                       | 91.23                  | 70.93                  | 70.93   | 76.86   | 75.30   |
| Index   | 100            | 96         | 105                              | 126                         | 98                     | 98                     | 106   | 104   |   |

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
| Used Instant Messenger/IM Online - Past Month                    | Unwgted        | 26705      | 94                               | 69                          | 66                     | 433                    | 433   | 218   | 237   |
|  | Weighted (000) | 135807     | 334                              | 240                         | 240                    | 1852                   | 1852  | 825   | 1101  |
|  | Horz %         | 100.00     | 0.25                             | 0.18                        | 0.18                   | 1.36                   | 1.36  | 0.61  | 0.81  |
|  | Vert %         | 56.40      | 54.12                            | 50.34                       | 69.16                  | 49.90                  | 49.90   | 50.46   | 59.03   |
|  | Index          | 100        | 96                               | 89                          | 123                    | 88                     | 88  | 89  | 105   |
| Visited Online Blogs - Past Month                                |                |            | *                                | *                           | *                      |                        |   | *   | *   |
|  | Unwgted        | 6524       | 15                               | 19                          | 17                     | 96                     | 96  | 45  | 32  |
|  | Weighted (000) | 31710      | 38                               | 68                          | 57                     | 367                    | 367   | 140   | 131   |
|  | Horz %         | 100.00     | 0.12                             | 0.21                        | 0.18                   | 1.16                   | 1.16  | 0.44  | 0.41  |
|  | Vert %         | 13.17      | 6.10                             | 14.22                       | 16.34                  | 9.88                   | 9.88  | 8.56  | 7.04  |
| Index  | 100            | 46         | 108                              | 124                         | 75                     | 75                     | 65  | 53  |   |
| Wrote an Online Blog - Past Month                                |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 1311       | 2                                | 3                           | 4                      | 18                     | 18  | 5   | 5   |
|  | Weighted (000) | 6536       | 4                                | 3                           | 16                     | 86                     | 86  | 21  | 23  |
|  | Horz %         | 100.00     | 0.07                             | 0.05                        | 0.24                   | 1.32                   | 1.32  | 0.32  | 0.36  |
|  | Vert %         | 2.71       | 0.69                             | 0.65                        | 4.59                   | 2.33                   | 2.33  | 1.28  | 1.25  |
| Index  | 100            | 26         | 24                               | 169                         | 86                     | 86                     | 47  | 46  |   |
| Uploaded or Added Video to a Web Site - Past Month               |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 3852       | 13                               | 11                          | 3                      | 59                     | 59  | 21  | 31  |
|  | Weighted (000) | 19478      | 41                               | 51                          | 9                      | 237                    | 237   | 83  | 162   |
|  | Horz %         | 100.00     | 0.21                             | 0.26                        | 0.05                   | 1.22                   | 1.22  | 0.43  | 0.83  |
|  | Vert %         | 8.09       | 6.69                             | 10.64                       | 2.60                   | 6.40                   | 6.40  | 5.11  | 8.71  |
| Index  | 100            | 83         | 131                              | 32                          | 79                     | 79                     | 63  | 108   |   |
| Accessed Any Social/Networking/Photo/Video Web Site - Past Month |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 35665      | 116                              | 95                          | 85                     | 590                    | 590   | 296   | 313   |
|  | Weighted (000) | 177442     | 439                              | 367                         | 279                    | 2541                   | 2541  | 1139  | 1339  |
|  | Horz %         | 100.00     | 0.25                             | 0.21                        | 0.16                   | 1.43                   | 1.43  | 0.64  | 0.75  |
|  | Vert %         | 73.69      | 71.04                            | 76.80                       | 80.41                  | 68.48                  | 68.48   | 69.73   | 71.84   |
| Index  | 100            | 96         | 104                              | 109                         | 93                     | 93                     | 95  | 97  |   |
| Accessed Facebook.com - Past Month                               |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 28781      | 99                               | 78                          | 70                     | 466                    | 466   | 224   | 246   |
|  | Weighted (000) | 145748     | 378                              | 307                         | 232                    | 2047                   | 2047  | 867   | 1117  |
|  | Horz %         | 100.00     | 0.26                             | 0.21                        | 0.16                   | 1.40                   | 1.40  | 0.59  | 0.77  |
|  | Vert %         | 60.53      | 61.11                            | 64.24                       | 66.94                  | 55.16                  | 55.16   | 53.06   | 59.90   |
| Index  | 100            | 101        | 106                              | 111                         | 91                     | 91                     | 88  | 99  |   |
| Accessed Foursquare - Past Month                                 |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 326        | 1                                | 1                           | 0                      | 3                      | 3   | 1   | 1   |
|  | Weighted (000) | 1536       | 2                                | 1                           | 0                      | 7                      | 7   | 2   | 5   |
|  | Horz %         | 100.00     | 0.14                             | 0.06                        | 0.00                   | 0.45                   | 0.45  | 0.14  | 0.31  |
|  | Vert %         | 0.64       | 0.36                             | 0.19                        | 0.00                   | 0.19                   | 0.19  | 0.14  | 0.25  |
| Index  | 100            | 56         | 30                               | 0                           | 29                     | 29                     | 21  | 40  |   |
| Accessed Google+ (Google Plus) - Past Month                      |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 8327       | 28                               | 21                          | 23                     | 162                    | 162   | 76  | 89  |
|  | Weighted (000) | 41531      | 112                              | 57                          | 78                     | 671                    | 671   | 299   | 421   |
|  | Horz %         | 100.00     | 0.27                             | 0.14                        | 0.19                   | 1.62                   | 1.62  | 0.72  | 1.01  |
|  | Vert %         | 17.25      | 18.18                            | 11.98                       | 22.54                  | 18.08                  | 18.08   | 18.32   | 22.56   |
| Index  | 100            | 105        | 69                               | 131                         | 105                    | 105                    | 106   | 131   |   |
| Accessed LinkedIn.com - Past Month                               |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 7880       | 34                               | 39                          | 36                     | 156                    | 156   | 93  | 72  |
|  | Weighted (000) | 30933      | 102                              | 86                          | 88                     | 399                    | 399   | 224   | 247   |
|  | Horz %         | 100.00     | 0.33                             | 0.28                        | 0.29                   | 1.29                   | 1.29  | 0.72  | 0.80  |
|  | Vert %         | 12.85      | 16.50                            | 17.90                       | 25.48                  | 10.76                  | 10.76   | 13.71   | 13.26   |
| Index  | 100            | 128        | 139                              | 198                         | 84                     | 84                     | 107   | 103   |   |
| Accessed Pinterest - Past Month                                  |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
|  | Unwgted        | 8547       | 29                               | 30                          | 28                     | 140                    | 140   | 72  | 76  |
|  | Weighted (000) | 45015      | 112                              | 103                         | 116                    | 631                    | 631   | 298   | 311   |
|  | Horz %         | 100.00     | 0.25                             | 0.23                        | 0.26                   | 1.40                   | 1.40  | 0.66  | 0.69  |
|  | Vert %         | 18.70      | 18.19                            | 21.47                       | 33.27                  | 16.99                  | 16.99   | 18.24   | 16.65   |
| Index  | 100            | 97         | 115                              | 178                         | 91                     | 91                     | 98  | 89  |   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Accessed Tumblr - Past Month  | Unwgted        | 1746       | 3                                | 6                           | 2                      | 23                     | 23  | 12  | 9   |
|   | Weighted (000) | 9399       | 10                               | 18                          | 4                      | 103                    | 103   | 45  | 26  |
|   | Horz %         | 100.00     | 0.11                             | 0.19                        | 0.04                   | 1.10                   | 1.10  | 0.48  | 0.27  |
|   | Vert %         | 3.90       | 1.69                             | 3.71                        | 1.09                   | 2.79                   | 2.79  | 2.73  | 1.38  |
|   | Index          | 100        | 43                               | 95                          | 28                     | 71                     | 71  | 70  | 35  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Accessed Twitter.com - Past Month   | Unwgted        | 6090       | 16                               | 28                          | 14                     | 94                     | 94  | 45  | 44  |
|   | Weighted (000) | 30973      | 58                               | 72                          | 50                     | 353                    | 353   | 157   | 223   |
|   | Horz %         | 100.00     | 0.19                             | 0.23                        | 0.16                   | 1.14                   | 1.14  | 0.51  | 0.72  |
|   | Vert %         | 12.86      | 9.37                             | 15.06                       | 14.32                  | 9.53                   | 9.53  | 9.63  | 11.98   |
|   | Index          | 100        | 73                               | 117                         | 111                    | 74                     | 74  | 75  | 93  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Accessed Yelp - Past Month  | Unwgted        | 3922       | 14                               | 17                          | 17                     | 72                     | 72  | 38  | 26  |
|   | Weighted (000) | 15511      | 45                               | 70                          | 47                     | 262                    | 262   | 141   | 101   |
|   | Horz %         | 100.00     | 0.29                             | 0.45                        | 0.31                   | 1.69                   | 1.69  | 0.91  | 0.65  |
|   | Vert %         | 6.44       | 7.35                             | 14.58                       | 13.65                  | 7.06                   | 7.06  | 8.64  | 5.42  |
|   | Index          | 100        | 114                              | 226                         | 212                    | 110                    | 110   | 134   | 84  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Accessed YouTube.com - Past Month   | Unwgted        | 24628      | 78                               | 65                          | 51                     | 380                    | 380   | 180   | 204   |
|   | Weighted (000) | 123561     | 278                              | 251                         | 179                    | 1561                   | 1561  | 649   | 876   |
|   | Horz %         | 100.00     | 0.23                             | 0.20                        | 0.15                   | 1.26                   | 1.26  | 0.53  | 0.71  |
|   | Vert %         | 51.32      | 45.07                            | 52.62                       | 51.67                  | 42.08                  | 42.08   | 39.71   | 46.99   |
|   | Index          | 100        | 88                               | 103                         | 101                    | 82                     | 82  | 77  | 92  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Posted "Like" on Social Network - Past Month  | Unwgted        | 18263      | 66                               | 58                          | 46                     | 301                    | 301   | 152   | 163   |
|   | Weighted (000) | 93304      | 237                              | 230                         | 158                    | 1327                   | 1327  | 547   | 736   |
|   | Horz %         | 100.00     | 0.25                             | 0.25                        | 0.17                   | 1.42                   | 1.42  | 0.59  | 0.79  |
|   | Vert %         | 38.75      | 38.38                            | 48.17                       | 45.39                  | 35.75                  | 35.75   | 33.48   | 39.47   |
|   | Index          | 100        | 99                               | 124                         | 117                    | 92                     | 92  | 86  | 102   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| "Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month | Unwgted        | 9077       | 31                               | 30                          | 21                     | 143                    | 143   | 64  | 71  |
|   | Weighted (000) | 47933      | 101                              | 121                         | 79                     | 662                    | 662   | 251   | 367   |
|   | Horz %         | 100.00     | 0.21                             | 0.25                        | 0.16                   | 1.38                   | 1.38  | 0.52  | 0.76  |
|   | Vert %         | 19.91      | 16.36                            | 25.38                       | 22.61                  | 17.84                  | 17.84   | 15.37   | 19.66   |
|   | Index          | 100        | 82                               | 128                         | 114                    | 90                     | 90  | 77  | 99  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Clicked on an Advertisement on Social Network - Past Month                          | Unwgted        | 6212       | 21                               | 26                          | 17                     | 117                    | 117   | 62  | 66  |
|   | Weighted (000) | 29666      | 86                               | 69                          | 67                     | 515                    | 515   | 216   | 319   |
|   | Horz %         | 100.00     | 0.29                             | 0.23                        | 0.22                   | 1.74                   | 1.74  | 0.73  | 1.08  |
|   | Vert %         | 12.32      | 13.93                            | 14.52                       | 19.17                  | 13.89                  | 13.89   | 13.23   | 17.13   |
|   | Index          | 100        | 113                              | 118                         | 156                    | 113                    | 113   | 107   | 139   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Watched a Video on Social Network - Past Month                                      | Unwgted        | 22534      | 67                               | 55                          | 42                     | 326                    | 326   | 159   | 192   |
|   | Weighted (000) | 114114     | 248                              | 199                         | 143                    | 1425                   | 1425  | 599   | 813   |
|   | Horz %         | 100.00     | 0.22                             | 0.17                        | 0.12                   | 1.25                   | 1.25  | 0.52  | 0.71  |
|   | Vert %         | 47.39      | 40.14                            | 41.72                       | 41.07                  | 38.42                  | 38.42   | 36.63   | 43.62   |
|   | Index          | 100        | 85                               | 88                          | 87                     | 81                     | 81  | 77  | 92  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month     | Unwgted        | 38445      | 125                              | 106                         | 92                     | 644                    | 644   | 332   | 344   |
|   | Weighted (000) | 190804     | 489                              | 372                         | 311                    | 2802                   | 2802  | 1255  | 1542  |
|   | Horz %         | 100.00     | 0.26                             | 0.20                        | 0.16                   | 1.47                   | 1.47  | 0.66  | 0.81  |
|   | Vert %         | 79.24      | 79.13                            | 77.98                       | 89.50                  | 75.51                  | 75.51   | 76.79   | 82.69   |
|   | Index          | 100        | 100                              | 98                          | 113                    | 95                     | 95  | 97  | 104   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month  | Unwgted        | 18075      | 71                               | 56                          | 44                     | 311                    | 311   | 166   | 170   |
|   | Weighted (000) | 90847      | 257                              | 178                         | 125                    | 1275                   | 1275  | 587   | 832   |
|   | Horz %         | 100.00     | 0.28                             | 0.20                        | 0.14                   | 1.40                   | 1.40  | 0.65  | 0.92  |
|   | Vert %         | 37.73      | 41.65                            | 37.24                       | 36.05                  | 34.36                  | 34.36   | 35.94   | 44.63   |
|   | Index          | 100        | 110                              | 99                          | 96                     | 91                     | 91  | 95  | 118   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            |                                  |                             |                        | *                      |   |   |   |
| Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month                           | Unwgt'd        | 17311      | 59                               | 59                          | 48                     | 290                    | 290   | 146   | 168   |
|   | Weighted (000) | 87270      | 216                              | 223                         | 156                    | 1241                   | 1241  | 530   | 751   |
|   | Horz %         | 100.00     | 0.25                             | 0.26                        | 0.18                   | 1.42                   | 1.42  | 0.61  | 0.86  |
|   | Vert %         | 36.24      | 35.01                            | 46.78                       | 44.86                  | 33.46                  | 33.46   | 32.42   | 40.25   |
|   | Index          | 100        | 97                               | 129                         | 124                    | 92                     | 92  | 89  | 111   |
| Played Music on Cellular Phone/Mobile/Smartphone - Past Month                               | Unwgt'd        | 22282      | 77                               | 66                          | 53                     | 356                    | 356   | 177   | 213   |
|   | Weighted (000) | 113761     | 305                              | 275                         | 173                    | 1592                   | 1592  | 656   | 1075  |
|   | Horz %         | 100.00     | 0.27                             | 0.24                        | 0.15                   | 1.40                   | 1.40  | 0.58  | 0.94  |
|   | Vert %         | 47.25      | 49.42                            | 57.61                       | 49.80                  | 42.92                  | 42.92   | 40.13   | 57.65   |
|   | Index          | 100        | 105                              | 122                         | 105                    | 91                     | 91  | 85  | 122   |
| Played a Game on Cellular Phone/Mobile/Smartphone - Past Month                              |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 15000      | 49                               | 47                          | 24                     | 230                    | 230   | 105   | 147   |
|   | Weighted (000) | 79489      | 177                              | 152                         | 76                     | 1021                   | 1021  | 402   | 772   |
|   | Horz %         | 100.00     | 0.22                             | 0.19                        | 0.10                   | 1.28                   | 1.28  | 0.51  | 0.97  |
|   | Index          | 100        | 87                               | 97                          | 67                     | 83                     | 83  | 75  | 125   |
| Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 9852       | 19                               | 30                          | 21                     | 141                    | 141   | 55  | 83  |
|   | Weighted (000) | 51013      | 81                               | 107                         | 70                     | 598                    | 598   | 189   | 396   |
|   | Horz %         | 100.00     | 0.16                             | 0.21                        | 0.14                   | 1.17                   | 1.17  | 0.37  | 0.78  |
|   | Index          | 100        | 62                               | 106                         | 96                     | 76                     | 76  | 55  | 100   |
| Used a Mobile "App" - Past Month  |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 23794      | 83                               | 74                          | 61                     | 388                    | 388   | 206   | 219   |
|   | Weighted (000) | 116054     | 297                              | 264                         | 203                    | 1651                   | 1651  | 813   | 959   |
|   | Horz %         | 100.00     | 0.26                             | 0.23                        | 0.17                   | 1.42                   | 1.42  | 0.70  | 0.83  |
|   | Index          | 100        | 100                              | 115                         | 121                    | 92                     | 92  | 103   | 107   |
| Read Any Daily Newspaper (Print/Paper/Hard Copy)  |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 11920      | 43                               | 27                          | 37                     | 246                    | 246   | 152   | 112   |
|   | Weighted (000) | 53679      | 191                              | 74                          | 114                    | 1080                   | 1080  | 642   | 432   |
|   | Horz %         | 100.00     | 0.36                             | 0.14                        | 0.21                   | 2.01                   | 2.01  | 1.20  | 0.80  |
|   | Index          | 100        | 139                              | 70                          | 147                    | 131                    | 131   | 176   | 104   |
| Read Any Sunday Newspaper (Print/Paper/Hard Copy)   |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 15332      | 62                               | 38                          | 42                     | 333                    | 333   | 196   | 167   |
|   | Weighted (000) | 70866      | 299                              | 134                         | 135                    | 1480                   | 1480  | 796   | 677   |
|   | Horz %         | 100.00     | 0.42                             | 0.19                        | 0.19                   | 2.09                   | 2.09  | 1.12  | 0.96  |
|   | Index          | 100        | 165                              | 96                          | 132                    | 136                    | 136   | 165   | 123   |
| Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month  |                |            | *                                | *                           | *                      |                        |   |   |   |
|   | Unwgt'd        | 18436      | 57                               | 46                          | 48                     | 295                    | 295   | 155   | 170   |
|   | Weighted (000) | 84280      | 202                              | 158                         | 162                    | 1222                   | 1222  | 617   | 743   |
|   | Horz %         | 100.00     | 0.24                             | 0.19                        | 0.19                   | 1.45                   | 1.45  | 0.73  | 0.88  |
|   | Index          | 100        | 93                               | 95                          | 133                    | 94                     | 94  | 108   | 114   |
| Read Classified Advertising in Weekday Newspaper  |                |            | *                                | *                           | *                      |                        |   | *   | *   |
|   | Unwgt'd        | 3903       | 9                                | 10                          | 4                      | 71                     | 71  | 38  | 48  |
|   | Weighted (000) | 21071      | 38                               | 43                          | 17                     | 316                    | 316   | 136   | 239   |
|   | Horz %         | 100.00     | 0.18                             | 0.20                        | 0.08                   | 1.50                   | 1.50  | 0.65  | 1.14  |
|   | Index          | 100        | 69                               | 102                         | 54                     | 97                     | 97  | 95  | 147   |
| Read Classified Advertising in Sunda/Weekend Newspaper                                      |                |            | *                                | *                           | *                      |                        |   | *   | *   |
|   | Unwgt'd        | 4115       | 10                               | 16                          | 5                      | 79                     | 79  | 47  | 60  |
|   | Weighted (000) | 21628      | 74                               | 66                          | 20                     | 377                    | 377   | 162   | 316   |
|   | Horz %         | 100.00     | 0.34                             | 0.30                        | 0.09                   | 1.74                   | 1.74  | 0.75  | 1.46  |
|   | Index          | 100        | 133                              | 153                         | 65                     | 113                    | 113   | 111   | 189   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Read Advertisements in Weekday Newspaper                                  | Unwgt'd        | 4150       | 11                               | 11                          | 14                     | 100                    | 100   | 53  | 62  |
|   | Weighted (000) | 19673      | 56                               | 25                          | 45                     | 483                    | 483   | 239   | 254   |
|   | Horz %         | 100.00     | 0.28                             | 0.13                        | 0.23                   | 2.45                   | 2.45  | 1.22  | 1.29  |
|   | Vert %         | 8.17       | 8.99                             | 5.18                        | 13.03                  | 13.02                  | 13.02   | 14.64   | 13.63   |
|   | Index          | 100        | 110                              | 63                          | 159                    | 159                    | 159   | 179   | 167   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Read Advertisements in Sunday/Weekend Newspaper                           | Unwgt'd        | 5230       | 17                               | 14                          | 18                     | 122                    | 122   | 65  | 77  |
|   | Weighted (000) | 24675      | 69                               | 32                          | 53                     | 508                    | 508   | 251   | 366   |
|   | Horz %         | 100.00     | 0.28                             | 0.13                        | 0.21                   | 2.06                   | 2.06  | 1.02  | 1.48  |
|   | Vert %         | 10.25      | 11.25                            | 6.74                        | 15.26                  | 13.70                  | 13.70   | 15.35   | 19.62   |
|   | Index          | 100        | 110                              | 66                          | 149                    | 134                    | 134   | 150   | 191   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Read Circulars/Inserts/Fliers in Weekday Newspaper                        | Unwgt'd        | 5482       | 11                               | 11                          | 16                     | 110                    | 110   | 60  | 71  |
|   | Weighted (000) | 25536      | 46                               | 34                          | 44                     | 442                    | 442   | 231   | 270   |
|   | Horz %         | 100.00     | 0.18                             | 0.13                        | 0.17                   | 1.73                   | 1.73  | 0.91  | 1.06  |
|   | Vert %         | 10.61      | 7.51                             | 7.06                        | 12.53                  | 11.92                  | 11.92   | 14.16   | 14.45   |
|   | Index          | 100        | 71                               | 67                          | 118                    | 112                    | 112   | 134   | 136   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper                 | Unwgt'd        | 8125       | 19                               | 20                          | 22                     | 157                    | 157   | 86  | 112   |
|   | Weighted (000) | 36955      | 65                               | 69                          | 61                     | 642                    | 642   | 340   | 464   |
|   | Horz %         | 100.00     | 0.18                             | 0.19                        | 0.17                   | 1.74                   | 1.74  | 0.92  | 1.26  |
|   | Vert %         | 15.35      | 10.50                            | 14.54                       | 17.65                  | 17.31                  | 17.31   | 20.82   | 24.88   |
|   | Index          | 100        | 68                               | 95                          | 115                    | 113                    | 113   | 136   | 162   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Received and/or Clipped Coupons from Weekday Newspaper - Past Year        | Unwgt'd        | 4605       | 23                               | 12                          | 12                     | 91                     | 91  | 61  | 69  |
|   | Weighted (000) | 22586      | 114                              | 29                          | 34                     | 387                    | 387   | 226   | 319   |
|   | Horz %         | 100.00     | 0.50                             | 0.13                        | 0.15                   | 1.71                   | 1.71  | 1.00  | 1.41  |
|   | Vert %         | 9.38       | 18.41                            | 6.01                        | 9.82                   | 10.43                  | 10.43   | 13.80   | 17.11   |
|   | Index          | 100        | 196                              | 64                          | 105                    | 111                    | 111   | 147   | 182   |
|   |                |            | *                                | *                           | *                      |                        |   |   |   |
| Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year | Unwgt'd        | 10890      | 33                               | 22                          | 34                     | 205                    | 205   | 116   | 145   |
|   | Weighted (000) | 52963      | 161                              | 70                          | 111                    | 947                    | 947   | 418   | 614   |
|   | Horz %         | 100.00     | 0.30                             | 0.13                        | 0.21                   | 1.79                   | 1.79  | 0.79  | 1.16  |
|   | Vert %         | 22.00      | 25.99                            | 14.63                       | 32.09                  | 25.53                  | 25.53   | 25.56   | 32.92   |
|   | Index          | 100        | 118                              | 67                          | 146                    | 116                    | 116   | 116   | 150   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Personally Referred to Paper Yellow Pages - Past Week                     | Unwgt'd        | 3183       | 9                                | 10                          | 10                     | 71                     | 71  | 43  | 40  |
|   | Weighted (000) | 15401      | 33                               | 32                          | 34                     | 289                    | 289   | 158   | 111   |
|   | Horz %         | 100.00     | 0.21                             | 0.21                        | 0.22                   | 1.87                   | 1.87  | 1.03  | 0.72  |
|   | Vert %         | 6.40       | 5.27                             | 6.73                        | 9.75                   | 7.78                   | 7.78  | 9.69  | 5.94  |
|   | Index          | 100        | 82                               | 105                         | 153                    | 122                    | 122   | 152   | 93  |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Personally Referred to Internet Yellow Pages - Past Week                  | Unwgt'd        | 2624       | 5                                | 12                          | 3                      | 45                     | 45  | 17  | 34  |
|   | Weighted (000) | 13074      | 15                               | 54                          | 12                     | 180                    | 180   | 42  | 135   |
|   | Horz %         | 100.00     | 0.11                             | 0.42                        | 0.09                   | 1.38                   | 1.38  | 0.32  | 1.03  |
|   | Vert %         | 5.43       | 2.36                             | 11.38                       | 3.36                   | 4.86                   | 4.86  | 2.58  | 7.25  |
|   | Index          | 100        | 43                               | 210                         | 62                     | 90                     | 90  | 48  | 133   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Personally Referred to Paper or Internet Yellow Pages - Past Week         | Unwgt'd        | 5381       | 14                               | 20                          | 12                     | 107                    | 107   | 56  | 62  |
|   | Weighted (000) | 26513      | 47                               | 83                          | 44                     | 443                    | 443   | 191   | 203   |
|   | Horz %         | 100.00     | 0.18                             | 0.31                        | 0.17                   | 1.67                   | 1.67  | 0.72  | 0.77  |
|   | Vert %         | 11.01      | 7.62                             | 17.43                       | 12.69                  | 11.94                  | 11.94   | 11.66   | 10.89   |
|   | Index          | 100        | 69                               | 158                         | 115                    | 108                    | 108   | 106   | 99  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Accessed Yellowpages.com (YP.com) - Past Month                            | Unwgt'd        | 2490       | 10                               | 11                          | 5                      | 55                     | 55  | 30  | 33  |
|   | Weighted (000) | 12079      | 39                               | 38                          | 16                     | 256                    | 256   | 139   | 133   |
|   | Horz %         | 100.00     | 0.32                             | 0.32                        | 0.13                   | 2.12                   | 2.12  | 1.15  | 1.10  |
|   | Vert %         | 5.02       | 6.27                             | 8.02                        | 4.53                   | 6.89                   | 6.89  | 8.53  | 7.11  |
|   | Index          | 100        | 125                              | 160                         | 90                     | 137                    | 137   | 170   | 142   |

|  |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|--|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|  |                |            | *                                | *                           | *                      |                        |   |   |   |
| Have Seen Video Ads in Grocery Stores - Past Month                   | Unwgt'd        | 8982       | 34                               | 23                          | 15                     | 152                    | 152   | 66  | 97  |
|  | Weighted (000) | 46737      | 149                              | 104                         | 58                     | 746                    | 746   | 278   | 458   |
|  | Horz %         | 100.00     | 0.32                             | 0.22                        | 0.12                   | 1.60                   | 1.60  | 0.60  | 0.98  |
|  | Vert %         | 19.41      | 24.10                            | 21.77                       | 16.60                  | 20.11                  | 20.11   | 17.04   | 24.54   |
|  | Index          | 100        | 124                              | 112                         | 86                     | 104                    | 104   | 88  | 126   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Drug Stores - Past Month                      | Unwgt'd        | 5976       | 19                               | 18                          | 4                      | 103                    | 103   | 42  | 68  |
|  | Weighted (000) | 31131      | 83                               | 86                          | 18                     | 509                    | 509   | 186   | 371   |
|  | Horz %         | 100.00     | 0.27                             | 0.28                        | 0.06                   | 1.63                   | 1.63  | 0.60  | 1.19  |
|  | Vert %         | 12.93      | 13.39                            | 18.02                       | 5.22                   | 13.71                  | 13.71   | 11.35   | 19.89   |
|  | Index          | 100        | 104                              | 139                         | 40                     | 106                    | 106   | 88  | 154   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Convenience Stores - Past Month               | Unwgt'd        | 5902       | 20                               | 17                          | 4                      | 93                     | 93  | 35  | 50  |
|  | Weighted (000) | 31417      | 109                              | 72                          | 19                     | 477                    | 477   | 149   | 282   |
|  | Horz %         | 100.00     | 0.35                             | 0.23                        | 0.06                   | 1.52                   | 1.52  | 0.48  | 0.90  |
|  | Vert %         | 13.05      | 17.62                            | 15.07                       | 5.52                   | 12.84                  | 12.84   | 9.15  | 15.10   |
|  | Index          | 100        | 135                              | 115                         | 42                     | 98                     | 98  | 70  | 116   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgt'd        | 6287       | 20                               | 20                          | 3                      | 101                    | 101   | 40  | 59  |
|  | Weighted (000) | 33490      | 101                              | 87                          | 21                     | 527                    | 527   | 184   | 336   |
|  | Horz %         | 100.00     | 0.30                             | 0.26                        | 0.06                   | 1.57                   | 1.57  | 0.55  | 1.00  |
|  | Vert %         | 13.91      | 16.28                            | 18.31                       | 6.05                   | 14.20                  | 14.20   | 11.27   | 18.02   |
|  | Index          | 100        | 117                              | 132                         | 43                     | 102                    | 102   | 81  | 130   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Warehouse/Club Stores - Past Month            | Unwgt'd        | 5223       | 23                               | 16                          | 7                      | 98                     | 98  | 50  | 56  |
|  | Weighted (000) | 26008      | 104                              | 71                          | 30                     | 486                    | 486   | 218   | 285   |
|  | Horz %         | 100.00     | 0.40                             | 0.27                        | 0.11                   | 1.87                   | 1.87  | 0.84  | 1.10  |
|  | Vert %         | 10.80      | 16.86                            | 14.82                       | 8.60                   | 13.10                  | 13.10   | 13.33   | 15.29   |
|  | Index          | 100        | 156                              | 137                         | 80                     | 121                    | 121   | 123   | 142   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Other Stores - Past Month                     | Unwgt'd        | 4855       | 17                               | 15                          | 2                      | 75                     | 75  | 33  | 46  |
|  | Weighted (000) | 25254      | 86                               | 76                          | 14                     | 426                    | 426   | 174   | 279   |
|  | Horz %         | 100.00     | 0.34                             | 0.30                        | 0.05                   | 1.69                   | 1.69  | 0.69  | 1.10  |
|  | Vert %         | 10.49      | 13.94                            | 15.81                       | 3.99                   | 11.47                  | 11.47   | 10.64   | 14.96   |
|  | Index          | 100        | 133                              | 151                         | 38                     | 109                    | 109   | 101   | 143   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Shopping Malls - Past Month                   | Unwgt'd        | 6785       | 30                               | 28                          | 12                     | 124                    | 124   | 54  | 69  |
|  | Weighted (000) | 34124      | 137                              | 139                         | 30                     | 555                    | 555   | 185   | 373   |
|  | Horz %         | 100.00     | 0.40                             | 0.41                        | 0.09                   | 1.63                   | 1.63  | 0.54  | 1.09  |
|  | Vert %         | 14.17      | 22.18                            | 29.06                       | 8.54                   | 14.96                  | 14.96   | 11.30   | 20.00   |
|  | Index          | 100        | 156                              | 205                         | 60                     | 106                    | 106   | 80  | 141   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Bars/Pubs - Past Month                        | Unwgt'd        | 4286       | 19                               | 13                          | 1                      | 70                     | 70  | 39  | 40  |
|  | Weighted (000) | 21507      | 99                               | 57                          | 1                      | 381                    | 381   | 184   | 197   |
|  | Horz %         | 100.00     | 0.46                             | 0.27                        | 0.00                   | 1.77                   | 1.77  | 0.86  | 0.92  |
|  | Vert %         | 8.93       | 15.96                            | 11.94                       | 0.20                   | 10.26                  | 10.26   | 11.26   | 10.58   |
|  | Index          | 100        | 179                              | 134                         | 2                      | 115                    | 115   | 126   | 118   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month  | Unwgt'd        | 6264       | 24                               | 23                          | 2                      | 107                    | 107   | 45  | 71  |
|  | Weighted (000) | 33395      | 137                              | 92                          | 7                      | 549                    | 549   | 209   | 355   |
|  | Horz %         | 100.00     | 0.41                             | 0.28                        | 0.02                   | 1.64                   | 1.64  | 0.63  | 1.06  |
|  | Vert %         | 13.87      | 22.17                            | 19.26                       | 1.92                   | 14.79                  | 14.79   | 12.81   | 19.03   |
|  | Index          | 100        | 160                              | 139                         | 14                     | 107                    | 107   | 92  | 137   |
|  |                |            | *                                | *                           | *                      |                        |   | *   |   |
| Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month     | Unwgt'd        | 4657       | 17                               | 12                          | 2                      | 74                     | 74  | 31  | 44  |
|  | Weighted (000) | 23645      | 95                               | 49                          | 5                      | 312                    | 312   | 123   | 233   |
|  | Horz %         | 100.00     | 0.40                             | 0.21                        | 0.02                   | 1.32                   | 1.32  | 0.52  | 0.99  |
|  | Vert %         | 9.82       | 15.38                            | 10.30                       | 1.50                   | 8.41                   | 8.41  | 7.50  | 12.52   |
|  | Index          | 100        | 157                              | 105                         | 15                     | 86                     | 86  | 76  | 127   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Gym/Health Clubs - Past Month          | Unwgted        | 3958       | 17                               | 12                          | 8                      | 69                     | 69  | 36  | 45  |
|   | Weighted (000) | 19616      | 63                               | 53                          | 28                     | 250                    | 250   | 109   | 165   |
|   | Horz %         | 100.00     | 0.32                             | 0.27                        | 0.14                   | 1.28                   | 1.28  | 0.56  | 0.84  |
|   | Vert %         | 8.15       | 10.16                            | 11.19                       | 8.07                   | 6.75                   | 6.75  | 6.67  | 8.86  |
|   | Index          | 100        | 125                              | 137                         | 99                     | 83                     | 83  | 82  | 109   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Medical Offices - Past Month           | Unwgted        | 5541       | 20                               | 21                          | 11                     | 99                     | 99  | 44  | 61  |
|   | Weighted (000) | 27802      | 90                               | 89                          | 35                     | 406                    | 406   | 159   | 303   |
|   | Horz %         | 100.00     | 0.32                             | 0.32                        | 0.13                   | 1.46                   | 1.46  | 0.57  | 1.09  |
|   | Vert %         | 11.55      | 14.55                            | 18.65                       | 10.07                  | 10.94                  | 10.94   | 9.73  | 16.23   |
|   | Index          | 100        | 126                              | 162                         | 87                     | 95                     | 95  | 84  | 141   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Airports - Past Month                  | Unwgted        | 4033       | 18                               | 11                          | 7                      | 72                     | 72  | 37  | 34  |
|   | Weighted (000) | 18664      | 83                               | 29                          | 24                     | 263                    | 263   | 144   | 150   |
|   | Horz %         | 100.00     | 0.45                             | 0.15                        | 0.13                   | 1.41                   | 1.41  | 0.77  | 0.80  |
|   | Vert %         | 7.75       | 13.44                            | 6.00                        | 6.94                   | 7.08                   | 7.08  | 8.84  | 8.06  |
|   | Index          | 100        | 173                              | 77                          | 90                     | 91                     | 91  | 114   | 104   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads at Gas Stations - Past Month              | Unwgted        | 8262       | 31                               | 23                          | 16                     | 142                    | 142   | 59  | 77  |
|   | Weighted (000) | 40582      | 106                              | 77                          | 44                     | 526                    | 526   | 215   | 369   |
|   | Horz %         | 100.00     | 0.26                             | 0.19                        | 0.11                   | 1.30                   | 1.30  | 0.53  | 0.91  |
|   | Vert %         | 16.85      | 17.16                            | 16.13                       | 12.56                  | 14.17                  | 14.17   | 13.16   | 19.79   |
|   | Index          | 100        | 102                              | 96                          | 75                     | 84                     | 84  | 78  | 117   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Office Building Lobbies - Past Month   | Unwgted        | 3589       | 16                               | 10                          | 2                      | 54                     | 54  | 24  | 34  |
|   | Weighted (000) | 18074      | 72                               | 40                          | 5                      | 197                    | 197   | 77  | 191   |
|   | Horz %         | 100.00     | 0.40                             | 0.22                        | 0.03                   | 1.09                   | 1.09  | 0.43  | 1.06  |
|   | Vert %         | 7.51       | 11.68                            | 8.36                        | 1.50                   | 5.32                   | 5.32  | 4.74  | 10.26   |
|   | Index          | 100        | 156                              | 111                         | 20                     | 71                     | 71  | 63  | 137   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Office Building Elevators - Past Month | Unwgted        | 3463       | 18                               | 12                          | 3                      | 57                     | 57  | 27  | 34  |
|   | Weighted (000) | 16741      | 86                               | 43                          | 8                      | 221                    | 221   | 95  | 171   |
|   | Horz %         | 100.00     | 0.51                             | 0.25                        | 0.05                   | 1.32                   | 1.32  | 0.57  | 1.02  |
|   | Vert %         | 6.95       | 13.93                            | 8.92                        | 2.31                   | 5.94                   | 5.94  | 5.82  | 9.20  |
|   | Index          | 100        | 200                              | 128                         | 33                     | 85                     | 85  | 84  | 132   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Video Ads in Movie Theater Lobbies - Past Month     | Unwgted        | 5006       | 19                               | 15                          | 6                      | 81                     | 81  | 41  | 45  |
|   | Weighted (000) | 25416      | 82                               | 65                          | 13                     | 314                    | 314   | 128   | 189   |
|   | Horz %         | 100.00     | 0.32                             | 0.26                        | 0.05                   | 1.23                   | 1.23  | 0.50  | 0.74  |
|   | Vert %         | 10.56      | 13.24                            | 13.58                       | 3.70                   | 8.45                   | 8.45  | 7.85  | 10.12   |
|   | Index          | 100        | 125                              | 129                         | 35                     | 80                     | 80  | 74  | 96  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads on Billboards - Past Month                      | Unwgted        | 24747      | 81                               | 79                          | 63                     | 446                    | 446   | 230   | 256   |
|   | Weighted (000) | 122681     | 334                              | 306                         | 209                    | 2030                   | 2030  | 926   | 1064  |
|   | Horz %         | 100.00     | 0.27                             | 0.25                        | 0.17                   | 1.65                   | 1.65  | 0.75  | 0.87  |
|   | Vert %         | 50.95      | 54.00                            | 64.15                       | 60.16                  | 54.70                  | 54.70   | 56.65   | 57.04   |
|   | Index          | 100        | 106                              | 126                         | 118                    | 107                    | 107   | 111   | 112   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads on Buses/Trains - Past Month                    | Unwgted        | 11300      | 34                               | 35                          | 26                     | 177                    | 177   | 89  | 103   |
|   | Weighted (000) | 52460      | 152                              | 147                         | 95                     | 825                    | 825   | 377   | 474   |
|   | Horz %         | 100.00     | 0.29                             | 0.28                        | 0.18                   | 1.57                   | 1.57  | 0.72  | 0.90  |
|   | Vert %         | 21.79      | 24.68                            | 30.77                       | 27.30                  | 22.24                  | 22.24   | 23.07   | 25.42   |
|   | Index          | 100        | 113                              | 141                         | 125                    | 102                    | 102   | 106   | 117   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads at Bus Stops or Train Stations - Past Month     | Unwgted        | 7513       | 29                               | 20                          | 19                     | 128                    | 128   | 64  | 69  |
|   | Weighted (000) | 33802      | 128                              | 62                          | 71                     | 596                    | 596   | 260   | 318   |
|   | Horz %         | 100.00     | 0.38                             | 0.18                        | 0.21                   | 1.76                   | 1.76  | 0.77  | 0.94  |
|   | Vert %         | 14.04      | 20.77                            | 12.98                       | 20.38                  | 16.07                  | 16.07   | 15.91   | 17.08   |
|   | Index          | 100        | 148                              | 92                          | 145                    | 114                    | 114   | 113   | 122   |

|   |                | Adults 18+ | Own/Lease Cadillac CTS/CTS Wagon | Own/Lease Cadillac Escalade | Own/Lease Cadillac SRX | Own/Lease any Cadillac | Most recent vehicle bought/leased is Cadillac | Decision maker for any Cadillac bought/leased new | Would buy/lease new Cadillac if making decision today |
|---|----------------|------------|----------------------------------|-----------------------------|------------------------|------------------------|---|---|---|
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads Inside Taxis - Past Month                               | Unwgted        | 3860       | 13                               | 7                           | 8                      | 59                     | 59  | 31  | 25  |
|   | Weighted (000) | 17253      | 56                               | 22                          | 24                     | 271                    | 271   | 111   | 116   |
|   | Horz %         | 100.00     | 0.32                             | 0.13                        | 0.14                   | 1.57                   | 1.57  | 0.64  | 0.67  |
|   | Vert %         | 7.17       | 8.99                             | 4.69                        | 6.89                   | 7.30                   | 7.30  | 6.79  | 6.22  |
|   | Index          | 100        | 125                              | 66                          | 96                     | 102                    | 102   | 95  | 87  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads on Top of Taxis - Past Month                            | Unwgted        | 6144       | 22                               | 16                          | 11                     | 95                     | 95  | 49  | 52  |
|   | Weighted (000) | 27714      | 103                              | 54                          | 29                     | 438                    | 438   | 164   | 225   |
|   | Horz %         | 100.00     | 0.37                             | 0.20                        | 0.10                   | 1.58                   | 1.58  | 0.59  | 0.81  |
|   | Vert %         | 11.51      | 16.68                            | 11.34                       | 8.23                   | 11.81                  | 11.81   | 10.01   | 12.09   |
|   | Index          | 100        | 145                              | 99                          | 71                     | 103                    | 103   | 87  | 105   |
|   |                |            | *                                | *                           | *                      | *                      | *   | *   | *   |
| Have Seen Ads on Phone Booths - Past Month                            | Unwgted        | 2895       | 9                                | 4                           | 1                      | 38                     | 38  | 15  | 16  |
|   | Weighted (000) | 14322      | 38                               | 33                          | 3                      | 266                    | 266   | 90  | 106   |
|   | Horz %         | 100.00     | 0.27                             | 0.23                        | 0.02                   | 1.86                   | 1.86  | 0.63  | 0.74  |
|   | Vert %         | 5.95       | 6.21                             | 6.90                        | 0.82                   | 7.18                   | 7.18  | 5.48  | 5.69  |
|   | Index          | 100        | 104                              | 116                         | 14                     | 121                    | 121   | 92  | 96  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads at Sports or Entertainment Events - Past Month          | Unwgted        | 7781       | 26                               | 21                          | 18                     | 120                    | 120   | 65  | 70  |
|   | Weighted (000) | 38266      | 115                              | 72                          | 58                     | 476                    | 476   | 265   | 287   |
|   | Horz %         | 100.00     | 0.30                             | 0.19                        | 0.15                   | 1.24                   | 1.24  | 0.69  | 0.75  |
|   | Vert %         | 15.89      | 18.56                            | 15.06                       | 16.70                  | 12.82                  | 12.82   | 16.23   | 15.38   |
|   | Index          | 100        | 117                              | 95                          | 105                    | 81                     | 81  | 102   | 97  |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads on Postcards - Past Month                               | Unwgted        | 5833       | 18                               | 18                          | 11                     | 98                     | 98  | 46  | 55  |
|   | Weighted (000) | 27321      | 77                               | 52                          | 31                     | 374                    | 374   | 174   | 244   |
|   | Horz %         | 100.00     | 0.28                             | 0.19                        | 0.11                   | 1.37                   | 1.37  | 0.64  | 0.89  |
|   | Vert %         | 11.35      | 12.39                            | 10.94                       | 8.87                   | 10.08                  | 10.08   | 10.65   | 13.11   |
|   | Index          | 100        | 109                              | 96                          | 78                     | 89                     | 89  | 94  | 116   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month | Unwgted        | 12452      | 40                               | 40                          | 27                     | 229                    | 229   | 124   | 137   |
|   | Weighted (000) | 62134      | 168                              | 176                         | 81                     | 1029                   | 1029  | 538   | 657   |
|   | Horz %         | 100.00     | 0.27                             | 0.28                        | 0.13                   | 1.66                   | 1.66  | 0.87  | 1.06  |
|   | Vert %         | 25.81      | 27.26                            | 36.86                       | 23.22                  | 27.74                  | 27.74   | 32.91   | 35.25   |
|   | Index          | 100        | 106                              | 143                         | 90                     | 107                    | 107   | 128   | 137   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads on Posters at Movie Theaters - Past Month               | Unwgted        | 8769       | 30                               | 33                          | 21                     | 159                    | 159   | 77  | 78  |
|   | Weighted (000) | 43591      | 112                              | 146                         | 68                     | 662                    | 662   | 290   | 378   |
|   | Horz %         | 100.00     | 0.26                             | 0.33                        | 0.16                   | 1.52                   | 1.52  | 0.67  | 0.87  |
|   | Vert %         | 18.10      | 18.14                            | 30.54                       | 19.55                  | 17.84                  | 17.84   | 17.77   | 20.27   |
|   | Index          | 100        | 100                              | 169                         | 108                    | 99                     | 99  | 98  | 112   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month    | Unwgted        | 11245      | 39                               | 44                          | 29                     | 210                    | 210   | 102   | 110   |
|   | Weighted (000) | 55588      | 130                              | 177                         | 92                     | 870                    | 870   | 363   | 523   |
|   | Horz %         | 100.00     | 0.23                             | 0.32                        | 0.17                   | 1.57                   | 1.57  | 0.65  | 0.94  |
|   | Vert %         | 23.09      | 21.05                            | 37.08                       | 26.61                  | 23.45                  | 23.45   | 22.22   | 28.02   |
|   | Index          | 100        | 91                               | 161                         | 115                    | 102                    | 102   | 96  | 121   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads in Stores (Not Video Ads) - Past Month                  | Unwgted        | 15945      | 52                               | 44                          | 33                     | 287                    | 287   | 147   | 173   |
|   | Weighted (000) | 79810      | 205                              | 185                         | 115                    | 1278                   | 1278  | 581   | 790   |
|   | Horz %         | 100.00     | 0.26                             | 0.23                        | 0.14                   | 1.60                   | 1.60  | 0.73  | 0.99  |
|   | Vert %         | 33.15      | 33.17                            | 38.69                       | 33.03                  | 34.43                  | 34.43   | 35.57   | 42.36   |
|   | Index          | 100        | 100                              | 117                         | 100                    | 104                    | 104   | 107   | 128   |
|   |                |            | *                                | *                           | *                      |                        |   | *   | *   |
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month          | Unwgted        | 11680      | 36                               | 34                          | 30                     | 197                    | 197   | 104   | 126   |
|   | Weighted (000) | 57496      | 152                              | 154                         | 106                    | 932                    | 932   | 468   | 605   |
|   | Horz %         | 100.00     | 0.26                             | 0.27                        | 0.18                   | 1.62                   | 1.62  | 0.81  | 1.05  |
|   | Vert %         | 23.88      | 24.57                            | 32.27                       | 30.55                  | 25.11                  | 25.11   | 28.66   | 32.43   |
|   | Index          | 100        | 103                              | 135                         | 128                    | 105                    | 105   | 120   | 136   |

RAB / GfK MRI AUTO PROFILE: CADILLAC

|   |                | Adults 18+ | Own/Lease<br>Cadillac<br>CTS/CTS<br>Wagon | Own/Lease<br>Cadillac<br>Escalade | Own/Lease<br>Cadillac<br>SRX | Own/Lease<br>any Cadillac | Most recent<br>vehicle<br>bought/leased<br>is Cadillac | Decision maker<br>for any Cadillac<br>bought/leased<br>new | Would<br>buy/lease new<br>Cadillac if<br>making<br>decision today |
|---|----------------|------------|---|-----------------------------------|------------------------------|---------------------------|--|--|---|
|   |                |            |   |                                   |                              |                           |  |  |   |
| Have Seen Infomercials - Past Month                       |                |            | *   | *                                 | *                            |                           |  |  |   |
|   | Unwgt'd        | 9980       | 35  | 30                                | 21                           | 174                       | 174  | 91   | 111   |
|   | Weighted (000) | 49971      | 164                                       | 134                               | 97                           | 768                       | 768  | 343  | 480   |
|   | Horz %         | 100.00     | 0.33                                      | 0.27                              | 0.19                         | 1.54                      | 1.54   | 0.69   | 0.96  |
|   | Vert %         | 20.75      | 26.50                                     | 28.09                             | 27.98                        | 20.70                     | 20.70  | 21.01  | 25.72   |
| Index   | 100            | 128        | 135                                       | 135                               | 100                          | 100                       | 101  | 124  |   |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month |                |            |   |                                   | *                            |                           |  |  |   |
|   | Unwgt'd        | 20473      | 60  | 57                                | 46                           | 360                       | 360  | 185  | 218   |
|   | Weighted (000) | 99869      | 221                                       | 247                               | 169                          | 1526                      | 1526   | 730  | 927   |
|   | Horz %         | 100.00     | 0.22                                      | 0.25                              | 0.17                         | 1.53                      | 1.53   | 0.73   | 0.93  |
|   | Vert %         | 41.48      | 35.76                                     | 51.78                             | 48.67                        | 41.14                     | 41.14  | 44.67  | 49.71   |
| Index   | 100            | 86         | 125                                       | 117                               | 99                           | 99                        | 108  | 120  |   |
| Have Seen Product Placement in Video Games - Past Month   |                |            | *   | *                                 | *                            |                           |  | *  | *   |
|   | Unwgt'd        | 4438       | 17  | 8                                 | 5                            | 62                        | 62   | 25   | 45  |
|   | Weighted (000) | 24118      | 78  | 33                                | 28                           | 284                       | 284  | 120  | 259   |
|   | Horz %         | 100.00     | 0.32                                      | 0.14                              | 0.12                         | 1.18                      | 1.18   | 0.50   | 1.07  |
|   | Vert %         | 10.02      | 12.55                                     | 6.87                              | 8.06                         | 7.65                      | 7.65   | 7.33   | 13.88   |
| Index   | 100            | 125        | 69  | 80                                | 76                           | 76                        | 73   | 139  |   |
| Have Seen Product Placement in TV Shows - Past Month      |                |            |   | *                                 | *                            |                           |  |  |   |
|   | Unwgt'd        | 18649      | 66  | 49                                | 45                           | 344                       | 344  | 183  | 196   |
|   | Weighted (000) | 91632      | 280                                       | 160                               | 160                          | 1477                      | 1477   | 766  | 829   |
|   | Horz %         | 100.00     | 0.31                                      | 0.18                              | 0.18                         | 1.61                      | 1.61   | 0.84   | 0.90  |
|   | Vert %         | 38.06      | 45.30                                     | 33.60                             | 46.18                        | 39.80                     | 39.80  | 46.90  | 44.43   |
| Index   | 100            | 119        | 88  | 121                               | 105                          | 105                       | 123  | 117  |   |
| Have Seen Product Placement in Movies - Past Month        |                |            | *   | *                                 | *                            |                           |  |  |   |
|   | Unwgt'd        | 11567      | 37  | 38                                | 21                           | 188                       | 188  | 95   | 118   |
|   | Weighted (000) | 58165      | 144                                       | 144                               | 65                           | 813                       | 813  | 402  | 556   |
|   | Horz %         | 100.00     | 0.25                                      | 0.25                              | 0.11                         | 1.40                      | 1.40   | 0.69   | 0.96  |
|   | Vert %         | 24.16      | 23.31                                     | 30.09                             | 18.77                        | 21.91                     | 21.91  | 24.60  | 29.83   |
| Index   | 100            | 96         | 125                                       | 78                                | 91                           | 91                        | 102  | 123  |   |